



25th
ANNIVERSARY



CALIFORNIA COASTAL CLEANUP DAY

California Coastal Cleanup Day
2009 Recap Report



CALIFORNIA
COASTAL
COMMISSION

(800) COAST-4U

www.coastforyou.org

25th Annual California Coastal Cleanup Day

In 1985, California did something it rarely does: rather than leading the nation in environmental initiatives, it followed someone else's example. Building on an idea that began in Oregon the year before, the California Coastal Commission inaugurated the first California Coastal Cleanup Day, inviting volunteers to turn out to their local beach and help clean up the debris that had accumulated or been left there. 2,500 people showed up for that first cleanup, launching what has become a statewide movement for cleaner and healthier beaches.

25 years later, California Coastal Cleanup Day has become the largest and one of the most successful volunteer events in the state and the nation. What began on a handful of beaches in 15 counties has spread to hundreds of sites – not just beaches, but inland waterways, lakes, streams, schoolyards, and more – spread across 53 of California's 58 counties. And as the geographic reach of the cleanup has grown, so too has the participation. 80,622 volunteers took part in the 25th Annual California Coastal Cleanup Day in 2009, representing an all-time high in volunteer participation and marking a 60 percent increase in volunteers over the past three years. Those participants removed close to 1.4 million pounds of debris from hundreds of cleanup locations, creating an enormous one-day impact.



Volunteers in Ventura comb through a trash and kelp pile.

There are many reasons for the incredible growth of Coastal Cleanup Day, but without doubt, one of the leading factors is the increasing amount of information and educational efforts that exist around marine debris and the impact it has on marine wildlife. Marine animals can be harmed, even fatally, by marine debris. Plastic marine debris affects at least 267 species worldwide, including 86 percent of all sea turtle species, 44



Trash piles like this one at Candlestick Point State Park in San Francisco are a common sight, especially at inland locations, on Coastal Cleanup Day.

percent of all sea bird species, and 43 percent of marine mammal species. The most common impacts are brought on by entanglement or ingestion. Common items like fishing line or nets, strapping bands, and six-pack rings can hamper the mobility of marine animals. Once entangled, animals have trouble eating, breathing or swimming, all of which can have fatal results. Plastic debris poses an especially large problem, since it takes hundreds of years to break down, and may never fully biodegrade. Meanwhile, it may continue to trap and kill animals year after year. In addition, birds, fish, and mammals often mistake plastic and other debris for food. Sea turtles mistake plastic bags for jellyfish, one of their favorite foods. Gray whales have been

found dead with plastic bags and sheeting in their stomachs. Some birds even feed it to their young. With debris filling their stomachs, animals have a false feeling of being full, and may die of starvation. Plastic debris also acts as a sponge for toxic, hormone-disrupting chemicals (like PCBs and DDT) that reside in seawater, and the chemical components of plastics themselves may also be a potential source of other toxins that find their way into the food chain. With more and more information like this coming to light, it is no wonder that the Cleanup movement has gained such momentum in California.

California does not work alone in the effort to rid our oceans of debris, however. California Coastal Cleanup Day is a major part of the International Coastal Cleanup, the world's largest volunteer event dedicated to the marine environment. Each year, more than 90 countries and hundreds of thousands of people participate in the cleanup, spanning areas from the shores of Argentina to the beaches of Tanzania. In 2008, the year of the most recent available data, over 390,000 volunteers turned out for the International Coastal Cleanup. Amazingly, California – only one of 45 states and territories to participate in the Cleanup in the U.S. – accounted for almost 19 percent of the worldwide total participation and over 23 percent of the debris!

Just as California is part of a multi-faceted worldwide effort, so too is California's annual Coastal Cleanup a collection of hundreds of smaller Cleanups that take place around the state on a single day. Cleanups are organized under the Coastal Cleanup Day title from San Diego County to Del Norte County, from Modoc County to Imperial County, and almost everywhere in between. Hundreds of nonprofit organizations, local government agencies, small and large businesses, and individual volunteers help to create the event in their communities. Events come in all shapes and sizes, from the 14,000+ volunteers who turn out in Los Angeles County to the 16 who carefully clean the banks of the Klamath River in Siskiyou County. What unites all these efforts is the organizers' desire to offer an opportunity to give back to the environment and provide the benefit of clean and healthy shorelines to local communities.

The Cleanup has grown over the past 10-15 years, but never more so than over the past three years, highlighted by the jump in participation from 50,000 volunteers in 2006 to over 80,000 in 2009. Much of this



From top: Volunteers at work along the San Joaquin River; the Sonoma Coast; a Yolo County creek; and near the border of Mexico in San Diego County.



This Mother and Daughter team at Ocean Beach in San Francisco helped reduce the environmental impact of the Cleanup by bringing their own bucket for collecting trash.

in the state. While the Coastal Commission organizes and runs the Cleanup, the costs for doing so are borne almost entirely by corporate sponsors. These sponsors become true partners to the Cleanup program, epitomized by the 2009 Presenting Sponsor Whole Foods Market, which dedicated resources, people power, marketing expertise, and incredible creativity and enthusiasm to the Cleanup. A summer-long promotion in all 27 of their Northern California stores, aimed at turning out increasing numbers of volunteers, culminated in a “5% day” the Tuesday after Coastal Cleanup Day, during which five percent of the sales in Northern California stores were donated to the Coastal Cleanup Day Program. Coupled with the donations made by specific stores to individual cleanup sites, such as lunch or reusable bags for the volunteers, the partnership with Whole Foods Market has brought enormous value to the program while helping to increase its volunteer ranks.

Whole Foods Market was joined by an increasing stable of corporate partners to Coastal Cleanup Day. Headlined by companies like Crystal Geyser Water Company, Oracle (a 16-year sponsor of the event), and Kohl’s, a first-year sponsor, these partners give the Coastal Commission the ability to provide the supplies, collateral materials, and media support that local coordinators need to run the event. At the same time, media partners like Sunset Magazine and KFOG Radio help spread the word about the event and rally communities to turn out to help our coast and ocean. Innovative outreach techniques, like social marketing tools Myspace, Facebook, and Twitter, along with bus banners, a new ad campaign that proved so popular it was displayed, pro bono, in Times Square, New York City, and at Caesars Palace in Las Vegas, also help publicize the effort.

growth came from existing areas, where organizers turned out more volunteers than ever before; San Diego and Orange Counties, for example, both broke the 10,000-volunteer mark for the first time ever in 2009. Another major reason for the growth was the Coastal Commission’s continuing efforts to push the Cleanup into new areas, and farther and farther inland, to allow all Californians the opportunity to participate in the event and link themselves back to our coast. The highlight of these efforts in 2009 was a new partnership with the Sierra Nevada Conservancy, a relatively new state agency dedicated to supporting environmental initiatives in the Sierra Nevada region. With the Conservancy’s ability to reach into communities throughout the Sierra Nevada counties, the Cleanup was able to expand greatly into areas where the Coastal Commission had not previously been able to gain much traction, helping to account for the enormous geographic jump in participation (from 45 participating counties to 53!) that took place in 2009. While the partnership is still new, it shows great promise for further growth and to help the Commission achieve its long-term goal of holding Cleanups in all 58 California counties.

Another significant rationale for the growth of the Cleanup is its position as one of the best examples of a public-private partnership



In addition to financial contributions, Whole Foods Market also donates reusable bags like this one being used to collect debris along the San Francisco bay shoreline.

California Coastal Cleanup Day is certainly one of the highlights of the Coastal Commission's year-round efforts, but its success is made possible by the ongoing outreach and education that the Commission's Public Education Program seeks to provide through its Marine Debris Program, which focuses on collaboration with other state agencies and non-profit organizations to affect change in policies and programs that relate to coastal pollution as well as major cleanup programs like Coastal Cleanup Day and the year-round Adopt-A-Beach Program. In addition to these efforts on marine debris, the Commission supports coastal education throughout the year in an effort to build a constituency that will care for our coastal resources during future generations. One of the Commission's primary efforts is the Whale Tail Grants Program. Using money from sales of the Whale Tail License Plate, the grants support projects that encourage our children and the general population to value and take responsibility for the health of the state's marine and coastal resources. The program focuses on reaching communities that are underserved in terms of marine and coastal education.

The Commission also offers teachers a 3rd – 8th grade curriculum, *Waves, Wetlands, and Watersheds*, as well as free workshops to help teachers use and get the most out of the curriculum. Among the many other programs that the Public Education Program runs are some designed to encourage people to express themselves creatively, such as the annual Coastal Art and Poetry Contest for students. By encouraging youth to reflect on the beauty and spirit of California's beaches and ocean, students are inspired a greater sense of stewardship for these magnificent resources. The winning art work has been displayed at a variety of venues – visitor centers, aquaria, and art galleries - statewide. To enhance the curriculum, the Coastal Commission also circulates a small video and slide show, lending library, posters, compendia, and other materials for educators.



The new Coastal Cleanup Day ad campaign helped illustrate the connection between litter and the impact it can have on wildlife habitat.



The Cleanup is an important stewardship event, but volunteers come back year after year because it is also a great day at the beach!

In all of its efforts, the Coastal Commission's Public Education Program works to protect and restore California's coast and ocean by teaching, inspiring, and empowering the public to take positive action. Coastal Cleanup Day, embarking on its 26th year, is only the most visible part of a multi-faceted effort to reach these goals. Please join us, and lend your support. Find us by calling (800) COAST-4U or look us up on the web at www.coast4u.org.

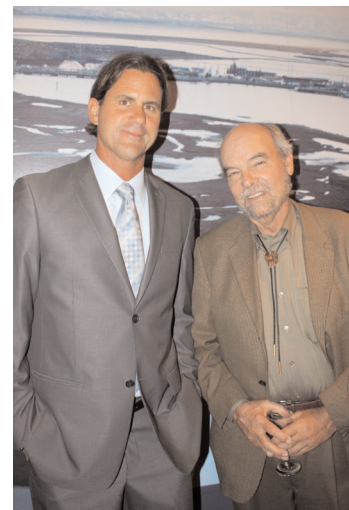
Coastal Cleanup Day 2009 Totals by County

County	Volunteers	Trash (lbs)	Recyclables (lbs)	All Debris (lbs)
Statewide - Adopt-A-Highway	857	26,745	2,730	29,475
Great Sierra River Cleanup	855	142,276	2,875	145,151
Alameda	4,490	23,411	7,451	30,862
Alpine	15	95	4	99
Amador	90	660	170	830
Butte	278	14,100	3,010	17,110
Calaveras	144	1,446	630	2,076
Contra Costa	2,715	26,551	9,996	36,547
Del Norte	1,500	3,200	275	3,475
El Dorado	283	2,830	980	3,810
Fresno & Madera	233	18,070	150	18,220
Humboldt	1,050	1,500	0*	1,500
Imperial	36	1,093	0*	1,093
Inyo	87	51	47	98
Kern	6	200	700	900
Kings	71	26,000	0*	26,000
Los Angeles	14,038	298,686	1,726	300,412
Marin	1,365	9,138	1,251	10,389
Mariposa	1,207	12,097	48,340	60,437
Mendocino	456	8,344	1,139	9,483
Merced	76	688	0*	688
Modoc	19	245	16	261
Monterey	1,430	5,617	1,307	6,924
Napa	557	8,752	3,488	12,240
Nevada	710	7,224	2,672	9,896
Orange	10,289	89,826	11,906	101,732
Placer	7	20	0*	20
Riverside	1,112	57,060	0*	57,060
Sacramento	1,252	10,422	1,355	11,777
San Bernardino	239	1,893	147	2,040
San Diego	10,153	123,018	50,180	173,198
San Francisco	3,292	17,660	12,320	29,980
San Joaquin	1,457	22,400	1,900	24,300
San Luis Obispo	1,425	3,371	758	4,129
San Mateo	4,224	38,518	5,791	44,309
Santa Barbara	854	14,266	1,472	15,738
Santa Clara	1,524	24,083	7,567	31,650
Santa Cruz	3,802	9,012	3,904	12,916
Shasta	520	1,534	69	1,603
Siskiyou	38	300	50	350
Solano	2,678	43,159	4,644	47,803
Sonoma	1,218	10,564	8,390	18,954
Ventura	3,470	17,181	5,926	23,107
Yolo	400	12,950	3,150	16,100
Yuba	100	37,160	5,640	42,800
TOTAL	80,622	1,173,416	214,125	1,387,541

** Recyclable totals included under Trash totals.*

Coastal Cleanup Day 25th Anniversary Celebration

2009 marked the 25th Anniversary of California Coastal Cleanup Day, a major milestone in the history of California's most popular volunteer event. In commemoration, Whole Foods Market and *Sunset Magazine* sponsored a gala event on Thursday, September 17th, 2009. Hosted by Aquarium of the Bay at Pier 39 in San Francisco, the event featured food and wine donated by some of the Bay Area's favorite organic and bio-dynamic restaurants and vineyards. The highlight of the evening was a series of presentations honoring 11 "Coastal Heroes," most of whom were featured in the September issue of *Sunset Magazine*. Speeches from the Heroes, who included advocates and activists Dr. Gary Griggs, Julie Packard, Serge Dedina, State Senator Alan Lowenthal, Linda Sheehan, John Hanke, Julia Louis-Dreyfus, Peter Douglas, Bill and Mel Lane, Patty Donald, and Pierce and Keely Brosnan, encapsulated the passion and commitment that generations of people have dedicated to the protection of the California coast. The Coastal Heroes honored during the gala served as ideal stand-ins for the hundreds of thousands of everyday heroes who have participated in Coastal Cleanup Day over the past quarter century. The Coastal Commission is proud to have played a role in helping to give voice to the commitment shown by Californians to their coast and ocean. For more information about the event, please visit www.coastalcleanup25.org.



Clockwise from top left: Frey Vineyards; Congressman John Garamendi, Bridgett Luther, and Tim Ahern; Pierce Brosnan and NOAA Administrator Jane Lubchenco; Coastal Heroes Serge Dedina and Peter Douglas; Sunset Magazine's 2009 Coastal Heroes; Coastal Hero Linda Sheehan; Divers at Aquarium of the Bay.

2009 Coastal Cleanup Day: Sponsors

Organizing an event on the scale of California Coastal Cleanup Day is not an easy task. The level of coordination required, not to mention the sheer amount of supplies needed to service the effort, is remarkable. Even more involved, however, is the job of spreading word about the upcoming event and the crucial educational messages associated with it. In short, without the support of the sponsors who help fund and promote the Cleanup, it would enjoy nowhere near the success it does now. Sponsors of the Cleanup provide the financial support necessary to organize the event as well as additional resources, personnel support, publicity and a host of other services that create the necessary infrastructure for servicing an event like this. In 2009, the Coastal Commission was fortunate to have a wonderful team of dedicated sponsors contributing to the success of the Cleanup. They included:

Whole Foods Market
Crystal Geyser
Oracle
Sunset Magazine
Aquarium of the Bay
Delta Faucets
Natures Path
Fairmont Hotels and Resorts
The Ocean Conservancy
See's Candy
NatraCare
KFOG
CW5
KCAL
California State Parks Foundation



The Whole Foods Market mini-market at Ocean Beach in San Francisco was a welcome perk for hard-working volunteers.



Whole Foods Market returned in 2009 for a third year as Presenting Sponsor of Coastal Cleanup Day. Over the years, Whole Foods Market has consistently provided financial support, publicity, volunteer support, and resources, such as food, to the cleanup efforts throughout the state. One of the largest contributions to the Coastal Cleanup Day program comes from Whole Foods Market “5% Day,” which took place the Tuesday after Coastal Cleanup Day. Through the “5% Day” program, Whole Foods Market donates 5 percent of income generated in stores that day to the Coastal Cleanup Day program.

In addition to monetary donations, Whole Foods Market provided in-store signage throughout summer, publicizing the Coastal Cleanup Day program. Local stores contribute to the cleanup efforts by donating time and staff, as well as food for the many hungry volunteers. On the west side of San Francisco at Ocean Beach, Whole Foods Market and their supporting vendors, PopChips, Nature’s Path, Strauss Creamery, and Dr. Bronner’s, erected a Whole Foods mini-Market, complete with breakfast, snacks and goodies for volunteers to sample. Local stores throughout the state donated food and beverages to hard-working volunteers at the after-cleanup parties and barbeques.

As an environmentally conscious business, Whole Foods Market has continued to work with Coastal Cleanup Day event organizers to improve upon the program, and this year was no exception. Throughout the state, Coastal Cleanup Day organizers sought ways to minimize waste generated on Coastal Cleanup Day.

One campaign that generated a lot of support this year was the Bring Your Own Bag campaign, in which volunteers were encouraged to bring their own bags to the Cleanup, thereby reducing waste created at the Cleanup. On the east side in San Francisco at Candlestick Park and the surrounding areas, Whole Foods Market contributed to these campaign efforts by providing reusable bags to over 500 volunteers!



Crystal Geyser returned this year for its second year sponsoring Coastal Cleanup Day, and once again, generously donated water to over 36,000 volunteers statewide! Keeping volunteers hydrated is a critical part of the safety measures that organizers are always bearing in mind, so Crystal Geyser's help in this arena is vital.

Over the years, Crystal Geyser has embraced Coastal Cleanup Day's larger message of waste reduction and has actively worked with the Coastal Commission to minimize waste generated in the production of its products. In doing so, they have established themselves as an industry leader, demonstrated most clearly by their recent introduction of the first-ever non-removable, recyclable bottle cap, an innovation that will doubtlessly result in fewer stray bottle caps littering California's beaches. This is a perfect example of the type of leadership that the Cleanup Program seeks to publicize through its partnerships, in the hopes that the rest of the industry will follow the standard bearers for cleaner and healthier oceans.



For 19 years, Oracle has been supporting the Coastal Cleanup Day program. Funding provided from Oracle Impact Grants over the years has ensured the success and growth of Coastal Cleanup Day by providing the Coastal Commission with the ability to provide greater outreach and logistical support in its efforts to spread the Cleanup further and deeper into inland communities, where much of the trash littering our coast originates. Through its Oracle Volunteers program, Oracle employees have played a crucial role in assisting other volunteers at the Cleanup and have maintained an important presence at sites throughout Northern California.



First-time sponsor *Sunset Magazine* was an invaluable addition to the Coastal Cleanup Day team this year. In both August and September, *Sunset Magazine* donated full-page ads publicizing Coastal Cleanup Day. These issues went out to over 635,000 subscribers throughout California, further increasing the reach of publicity efforts generated for the event. Together with Whole Foods Market, *Sunset Magazine* celebrated and honored the 25th Anniversary of Coastal Cleanup Day by recognizing the achievements of the program along with the achievements of eleven Coastal Heroes honored for their excellence in coastal leadership and stewardship. The event was held at the Aquarium of the Bay on September 17, 2009, just two days before the Cleanup and generated huge publicity about the upcoming event.



After many years of supporting the Cleanup locally, in 2009 Aquarium of the Bay joined the program for the first time as a statewide Coastal Cleanup Day sponsor. Generously donating the event space for the 25th Anniversary Celebration of Coastal Cleanup Day, the Aquarium provided a lovely venue and picturesque setting to welcome and accommodate all 450 guests. Providing excellent personnel support and an ideal atmosphere, the Aquarium of the Bay ensured the 25th Anniversary Celebration was a huge success!

KOHL'S CORPORATION

Kohl's Corporation joined the Coastal Cleanup Day team as a first-time sponsor in 2009. Acting as site captain at Santa Monica Beach in Los Angeles, Kohl's Corporation brought out numerous employees and provided reusable bags for volunteers. Encouraging bag reuse results in less trash bags and therefore less trash created on Coastal Cleanup Day. Actress, designer, and Kohl's spokesperson, Lauren Conrad, came out to the beach to promote the cleanup and encourage participation. Through this new partnership with Kohl's, the message of Coastal Cleanup Day reached hundreds of new volunteers, resulting in record breaking results for Los Angeles County.

Many thanks to the rest of our statewide, regional, and local sponsors of the 25th Annual Coastal Cleanup Day, for making the event such a huge success!



Coastal Cleanup Day 2009: Volunteers

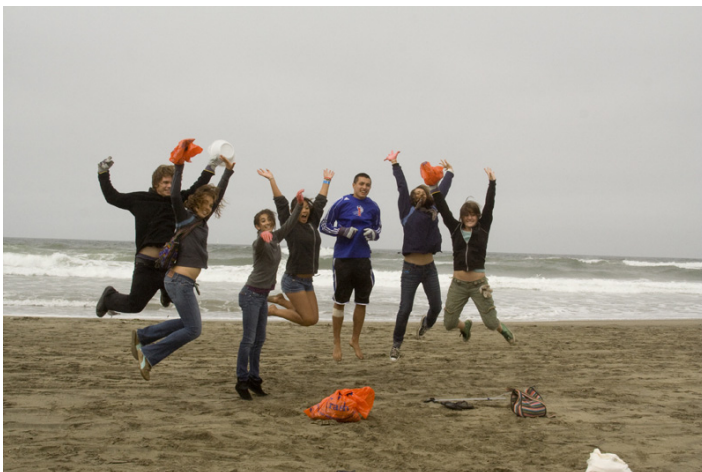


Teamwork allows these San Francisco volunteers to clean large trash from the beach.

dedicated volunteers picked up over 1.3 million pounds of debris- from small cigarette butts and plastic pieces to refrigerators, pianos, and automobiles. The results are impressive, and are accomplished only through the dedication of thousands of volunteers and the hundreds of non-profit organizations and local government agencies that help organize individual cleanups in community after community around California.

Part of the rise in participation in 2009 was due to a partnership with the first-ever Great Sierra River Cleanup, organized by the Sierra Nevada Conservancy. This inland cleanup held events in 21 of California's 58 counties, greatly expanding the reach of the Coastal Cleanup Day efforts. Trash that originates upstream pollutes entire watersheds, so removing that debris before it has a

chance to reach our ocean is one of a number of ways in which the Coastal Commission seeks to reduce the amount of marine debris polluting California's coast and ocean. Building on this new partnership with the Sierra Nevada Conservancy in 2010, and capitalizing on the "source to sea" message helps every Californian feel a stronger connection to the coast, no matter where they may live.



Yet more proof that Coastal Cleanup volunteers have a good time while doing good for California's environment.

As the premiere volunteer event in California, Coastal Cleanup Day mobilizes thousands of participants each year to take part in beautifying their neighborhoods, instilling pride and fostering a sense of community. Public support for this program grows every year. In 1985 at the first Coastal Cleanup Day, 2,500 volunteers turned out to support the event around the state. 25 years later, the movement has expanded and grown with more momentum year after year. Results for this year – the 25th Anniversary of Coastal Cleanup Day – have far surpassed expectations.

In 2009, over 80,000 volunteers came out to their beaches, lakes, rivers, creeks, and stream to show their support and help clean up trash on their shorelines! These



This volunteer along the San Joaquin River is not afraid to get wet to help get rid of trash!

Coastal Cleanup Day is a product of an incredible collaboration among the many regional and local organizers of the effort. This dedicated group spends countless hours planning the more than 800 individual events that take place during the Cleanup. Heartfelt thanks to each of the local organizers (listed on the following two pages), without whom Coastal Cleanup Day would not be possible.

2009 Coastal Cleanup Day County Coordinators

Statewide Coordinator

California Coastal Commission

Statewide

California State Parks

John Arnold

Adopt-A-Highway

CALTRANS Maint. Program

Bruce Smith

Alameda County

City of Berkeley

Shorebird Park Nature Center

Patty Donald

City of Fremont

Val Blakely

City of Oakland

Watershed Improvement Program

Bryn Samuel

Port of Oakland

Jeff Jones

City of Pleasanton

Brian Lorimer

Alameda & Contra Costa Counties

East Bay Regional Park District

Kathleen Fusek

Alpine County

Sierra Nevada Adventure Co.

Jill Seale

Amador County

East Bay Municipal Utility District

Dave Johnson

Butte County

Butte Environmental Council

Mary Muchowski

Calaveras County

Calaveras Big Trees State Park

Jeff Davis

Foothills Conservancy

Randy Berg

Contra Costa County

City of Antioch

R.C. Ferris

City of Concord

Jeff Roubal

City of Pittsburg

Mirant California

Skip Laton

City of Richmond

Office of Supervisor John Gioia

Kate Rauch

Marsh Creek Watershed

Friends of Marsh Creek

Diane Burgis

East Bay Municipal Utility District

Virginia Northrop

The Watershed Project

Linda Hunter

Juliana Gonzalez

Del Norte County

Del Norte Unified School District

Joe Gillespie

El Dorado County

Clean Tahoe Program

Ellen Nunes

American River Conservancy

Lauren Fety

Fresno & Madera Counties

Rivertree Volunteers, Inc.

Richard Sloan

San Joaquin River Parkway &

Conservation Trust, inc.

Sarah Cairns

Humboldt County

Northcoast Environmental Center

Kayla Gunderson

Imperial County

San Diegans for the Salton Sea

Ingrid Vigeant

Restore Our Sea

Rick Davis

Inyo County

Friends of the Inyo

Sara Steck

Kern County

Trails 4 All

Jim Meyer

Kings County

Environmental Health Institute

Keith Winkler

Lassen County

Sierra Nevada Conservancy

Brittany Juergenson

Los Angeles County

Countywide

Heal the Bay

Eveline Bravo

City of Long Beach

El Dorado Nature Center

Erin Kellogg

Brooke Davis

Marin County

U.S. Army Corps of Engineers

Keley Stock

Mariposa County

Yosemite Climbing Association

Ken Yager

Mendocino County

Mendocino Land Trust

Jenny Hall

Merced County

UC Merced

Jim Greenwood

Modoc County

The River Center

Valerie Lantz

Mono County

Bridgeport Elementary School

Suzanne Scholl

Monterey County

California State Parks

Jill Poudrette

Napa County*Napa Resource Conservation District*

Stephanie Young

Nevada County*South Yuba River Citizens League*

Miriam Limov

Orange County*Coastal**County of Orange OC Parks*

Angeline Santiago

*Inland**Trails 4 All*

Jim Meyer

Placer County*League to Save Lake Tahoe*

Cozette Savage

Plumas County*Sierra Nevada Conservancy*

Brittany Juergenson

Riverside County*Trails 4 All*

Jim Meyer

Sacramento County*American River Parkway Foundation*

Stacy Carlson

San Bernardino County*Big Bear Marina*

Alan Sharp

Trails 4 All

Jim Meyer

Silverwood Lake SRA

Joshua Ertl

San Diego County*Inland**I Love A Clean San Diego*

Morgan Justice-Black

*Coastal**San Diego Coastkeeper*

Alicia Glassco

San Francisco County*East Side**Literacy for Environmental Justice*

Myla Ablog

*West Side**Golden Gate National Parks**Conservancy*

Denise Shea

San Joaquin County*San Joaquin County Public Works*

Cynthia Madrid

East Bay Municipal Utility District

Dave Johnson

San Luis Obispo County*ECOSLO*

Holly Sletteland

San Mateo County*San Mateo Countywide Pollution**Prevention Program*

Ana Clayton

Santa Barbara County*Department of Public Works*

Jeffrey Simeon

Santa Clara County*Countywide**Santa Clara Valley Water District*

Kate Slama

Kathy Machado

City of Milpitas

Steve Smith

Santa Cruz County*Save Our Shores*

Emily Glanville

Shasta County*Shasta Roots & Shoots*

Karen Scheuermann

*City of Redding**Community Creek Cleanup Action**Group*

Randal Smith

Sierra County*Sierra Nevada Conservancy*

Brittany Juergenson

Siskiyou County*US Forest Service*

Bob Hemus

Solano County*Countywide**Solano Resource Conservation District*

Marianne Butler

*Benicia**Benicia Water Education Program*

Susan Frost Alfeld

Sonoma County*COASTWALK*

Christy Helvajian

Stanislaus County*Sierra Nevada Conservancy*

Brittany Juergenson

Sutter County*Sierra Nevada Conservancy*

Brittany Juergenson

Tehama County*Sierra Nevada Conservancy*

Brittany Juergenson

Tuolumne County*Sierra Nevada Conservancy*

Brittany Juergenson

Tulare County*Sierra Nevada Conservancy*

Brittany Juergenson

Ventura County*Ventura County Coalition Commission**for Coastal & Inland Waterways*

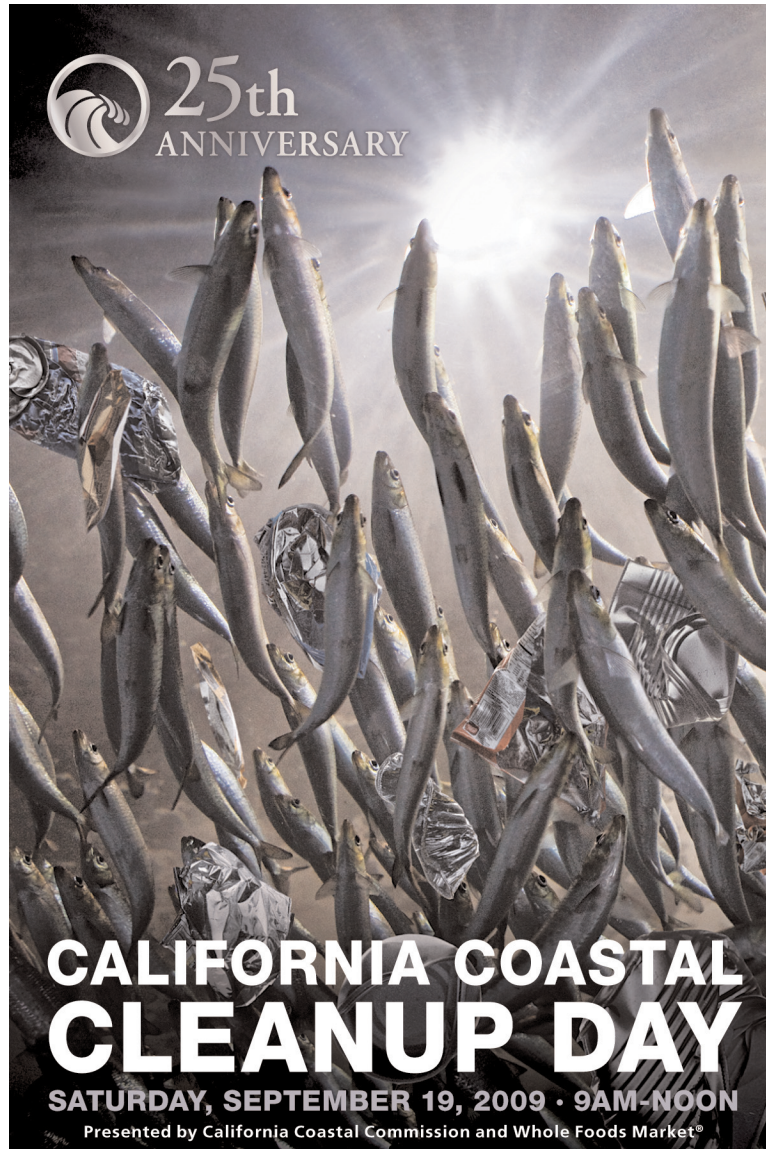
Mary Maranville

Yolo County*Putah Creek Council*

Libby Earthman

Yuba County*Yuba County Environmental Health*

Stephanie Kendall



Newspaper Clippings

[MyHomeIdeas](#) & [MyRecipes](#) networks

WeightWatchers®
Stop Dieting. Start Living.

SHUT OUT HU

Start and go
you need to tame temptation and lo

[Main](#)

[Travel](#)

[Garden](#)

[Home](#)

[Food and Wine](#)

[Online Community](#)

[The M](#)

[Marketplace](#) » [Sunset Events](#)

Sunset Events

The pages of Sunset magazine come to life at various events throughout the year in locations near you.

Share



Email

Text size: A A A



California Coastal Clean-Up Day 2009

Sunset is proud to be a major sponsor for the 25th Anniversary of California's Coastal Clean-Up Day. Stay tuned for more information. **Find out how you can get involved!** [more](#)



Heal the Bay

Coastal Cleanup Day:
September 19, 2009
Organized by regional
environmental group Heal the
Bay, more than 10,000
volunteers will clear trash and
ocean-bound debris at 70
inland and beach locations
throughout LA County.

[more](#)



Wine Country Film Festival 2009

Sunset is proud to be a sponsor for the Wine Country's oldest and longest running celebration of world culture—where cinema, cuisine, community and conscience gather for enlightened dialogue and cultural exchange. **Click here** for more information.

[more](#)



**Celebration Weekend
2009**
Where the pages of Sunset
Magazine come to life! June
6-7, 2009, Sunset
Headquarters, Menlo Park,
California

[more](#)



**Exclusive Wine Club
Events**
Sunset's Wine Club hosts
exclusive events for members
and their guests at select
locations across the West.
Become a member and be
part of these insider
programs!

[more](#)

[Main](#) [Travel](#) [Garden](#) [Home](#) [Food and Wine](#) [Online Community](#) [The Magazine](#) [Marketplace](#)
[Site Map](#) [About Us](#) [Blogs](#) [Video](#) [Message Boards](#) [RSS Content Feeds](#) [Frequently Asked Questions](#)
[Advertising](#) [Careers](#) [Subscribe to the Magazine](#) [Magazine Customer Service](#) [Special Promotions](#) [Sweepstakes](#)
[Become a fan of Sunset on Facebook](#) [Follow Sunset on Twitter](#)

OUR NETWORK OF SITES

Copyright © 2009 Sunset Publishing Corporation. All Rights Reserved. Use of this site constitutes acceptance of our [Terms of Use](#) and [Privacy Policy](#).

JUL 12 2009

Allen's P. C. B. Est. 1888

Coastal Cleanup Day Celebrates 25th Anniversary

The California Coastal Commission is proud to announce that the state's biggest volunteer event, California Coastal Cleanup Day, is preparing to celebrate its 25th Anniversary.

The 25th Annual Cleanup, sponsored by the Coastal Commission and Whole Foods Market, will take place at more than 750 locations around the state on September 19, from 9 a.m. to noon.

The Cleanup is one of the state's premier volunteer activities, annually bringing tens of thousands of volunteers to the state's beaches and inland areas to remove the debris that has accumulated over the course of the year.

The Coastal Commission and its many partners around the state will be launching a number of initiatives during the summer to highlight the 25th Anniversary and to encourage even more volunteers to turn out on September 19. One of these initiatives is a continued push into inland California in an attempt to launch cleanup activi-

ties in all 58 of California's counties (currently there are cleanups in 44 counties).

Many of the local non-profit organizations and government agencies who form the regional coordinators of the Cleanup will also be undertaking initiatives to build on the past success of the Cleanup.

San Francisco's "Bring Your Own Bag" campaign, a partnership between Golden Gate Parks Conservancy, Literacy for Environmental Justice, and Sunset Scavenger designed to

See **CLEAN** on page 3

☐ **CLEAN** Continued from Page 1

reduce plastic bag use during the 2008 Cleanup, proved so successful at reducing the number of bags thrown away at Ocean Beach during the Cleanup that it will be expanded to all locations in the city for the 2009 cleanup. In Los Angeles, local partner Heal the Bay plans to launch a new initiative to identify the "trash hot spots" of Santa Monica Bay, and focus its efforts on those locations hardest hit by marine debris.

With these and other innovations in store, the 2009 cleanup will undoubtedly build on the success of past years' events. In 2008, 73,461 volunteers turned out to Coastal Cleanup Day, a 20 percent jump over 2007 and a 46 percent jump in volunteers over the past two years. Last year's volunteers removed a record 1.6 million pounds of debris, of which almost 200,000 pounds was recycled, both record numbers for the Cleanup Program.

There will be cleanups taking place in every city in Solano County, including Lake Solano. Last year we almost doubled the amount of distance covered in 2007 with 101 miles cleared of debris. Our numbers of volunteers were also up with a total of 2,350 people attending the cleanup in Solano County. We

are hoping to further increase our numbers of volunteers this year. In 2008 the cities of Fairfield, Vacaville, and Vallejo all had over fifteen cleanup sites each, which helped to contribute to our total trash pickup at just over 50,000 pounds. Please contact Marianne Butler with Solano

Resource Conservation District, at 301-5778 or solanorcd.org to learn about the locations closest to you. For further information on last year's event or any of the new initiatives planned for 2009, please visit Coastal Commission's website at www.coast4u.org.

Sonora, CA
(Tuolumne Co.)
Union Democrat
(Cir. 5xW. 11,000)

JUL 13 2009

Allen's P. C. B. Est. 1888

Sierra river cleanup planned

By JAMES DAMSCHRODER
The Union Democrat

A Sierra Nevada-wide river cleanup project, called the Great Sierra River Cleanup, is set for Saturday, Sept. 19.

The Sierra Nevada Conservancy-sponsored event will be held the same day as the 25-year-old Coastal Cleanup Day.

The conservancy will provide equipment, posters and training for any groups or individuals wanting to help clean up a local watershed.

"It doesn't have to be a group," said Janet Cohen, spokeswoman for the event. "We're encouraging individuals to step up.

We'll provide materials and know-how to even a group of five or 10 friends."

For 25 years, the Coastal Cleanup Day has been the third Saturday in September, she said. The Sierra Nevada river cleanup is also looking to schedule cleanups on this day, but if groups or individuals want to work on other days, the conservancy will still provide materials and training.

Data will be collected and shared, said Brittany Juergenson, Mt. Lassen area analyst for the conservancy and a cleanup organizer.

The Great Sierra River Cleanup is expected to be one of the largest volunteer events in the Sierra

Nevada, she said.

For more information about joining the cleanup, contact Juergenson at 530-823-4686 or Cohen at 530-265-5770.

Contact James Damschroder at jdamschroder@uniondemocrat.com or 588-4531.

AUG 19 2009

Allen's P.C.B. Est. 1888

HELP WANTED

Mendocino Land Trust seeks volunteers
for 2009 California Coastal Cleanup Day



Sixth-graders from Willits Charter School help clean at Big River Beach in 2008.

58

Photo by Jenny Hall

SPECIAL FOR THE WILLITS NEWS

The 25th annual California Coastal Cleanup Day will take place Saturday, September 19, from 9 a.m. to noon at hundreds of locations across the state. Volunteers will clean trash and debris from over 1,100 miles of the California coast as well as another 1,000 miles along the inland shorelines of bays, creeks, rivers and lakes throughout California.

The Mendocino Land Trust, which has organized Coastal Cleanup Day in Mendocino County for the past seven years, invites everyone "to help protect our fragile marine environment by joining together with families, friends, students and service groups to clean Mendocino County's beaches," says Jenny Hall Land Trust development coordinator. "With more than 20 cleanup locations along the Mendocino coast, stretching from Westport to Gualala, volunteers can choose to clean a beach of their choice."

Many volunteer and school groups from inland Mendocino County areas, such as Willits and Ukiah, travel to the coast each year to help with Coastal

Cleanup Day, Hall notes. Service groups and school groups are encouraged to get involved and to register for a cleanup location prior to Coastal Cleanup Day.

The Land Trust also is interested in establishing new inland river or creek cleanups in the Willits and Ukiah areas. Persons interested in leading an inland cleanup may contact the Land Trust by the end of August.

In 2008, 350 volunteers participated in Coastal Cleanup Day in Mendocino County, picking up 2,800 pounds of trash and 770 pounds of recyclables from 18 miles of beaches and rivers at 23 locations.

As 2009 is the 25th Anniversary of Coastal Cleanup Day, the Land Trust hopes that additional volunteers will join in cleanup efforts to make a the most successful Mendocino County Coastal Cleanup Day yet.

For cleanup locations, more information or to volunteer, visit www.mendocinolandtrust.org, or contact Jenny Hall at the Mendocino Land Trust at 962-0470 or jhall@mendocinolandtrust.org.

Benicia, CA
(Solano Co.)
Herald
(Cir. D. 10,000)

AUG 18 2009

Allen's P.C.B. Est. 1888

Coastal Commission plans 25th anniversary of cleanup day 58

The state's largest volunteer event, California Coastal Cleanup Day, is preparing to celebrate its 25th anniversary with a cleanup event at more than 750 shoreline and inland locations throughout the state on Saturday, Sept. 19, from 9 a.m. to noon.

The cleanup is one of the state's premier volunteer activities, annually bringing tens of thousands of volunteers to the state's beaches and inland shorelines to remove debris that has accumulated over the course of the year.

Last year, the cleanup saw a record-breaking participation of close to 75,000 volunteers who picked up 1.6 million pounds of debris.

The event marks California's contribution to the International Coastal Cleanup, organized by the Ocean Conservancy, an annual service day that takes place in 45 states and more than 70 countries on the third Saturday in September.

For more information call 800-COAST 4U or visit coast4u.org.

AUG 19 2009

Allen's P. C. B. Est. 1888

Coastal cleanup scheduled Sept. 19

58
The California Coastal Commission is proud to announce that the state's biggest volunteer event, California Coastal Cleanup Day, is preparing to celebrate its 25th Anniversary. The 25th Annual Cleanup, sponsored by the Coastal Commission and Whole Foods Market, will take place at more than 750 locations around the state on Saturday, September 19th, from 9 AM to Noon. The Cleanup is one of the State's premier volunteer activities, annually bringing tens of thousands of volunteers to the state's beaches and inland shorelines to remove the debris that has accumulated over the course of the year.

The Coastal Commission and its many partners around the state will be launching a number of initiatives during the summer to highlight the 25th Anniversary and to encourage even more volunteers to turn out on September 19th. One of these initiatives is a continued push into inland California in an attempt to launch cleanup activities in all 58 of California's counties (Cleanups currently take place in 45 counties). Several areas have already responded to this call, including a new effort by the Sierra Nevada Conservancy to complement Coastal Cleanup Day with a "Great Sierra Cleanup" that will encompass all of the Sierra Nevada counties. "We want Coastal Cleanup Day to be an opportunity for every Californian to feel their connection to our coast, no matter where they may live," said Eben Schwartz, Outreach Manager for the California Coastal Commission. "By pushing the Cleanup into

every corner of the state, we can clean up a lot of trash before it has a chance to reach our ocean, and in doing so, bind every Californian to one another through our collective stewardship."

Returning Presenting Sponsor Whole Foods market will also be undertaking efforts to promote the silver anniversary of the Cleanup. In addition to publicizing the effort in all of their northern California stores throughout the summer, Whole Foods Market is teaming up with new Coastal Cleanup Day sponsor Sunset Magazine to host a Celebration for the Coast in honor of the 25th Anniversary. The Celebration, which will take place at the Aquarium of the Bay in San Francisco, will provide an opportunity to reflect on the success the Cleanup has enjoyed over the past 25 years, to honor a selection of Coastal Heroes who will be featured in Sunset Magazine's September issue, and to look ahead and prepare for the next 25 years of Cleanups.

Many of the local non-profit organizations and government agencies who form the regional coordinators of the Cleanup will also be undertaking initiatives to build on the past success of the Cleanup. San Francisco's "Bring

Your Own Bag" campaign, a partnership between Golden Gate Parks Conservancy, Literacy for Environmental Justice, and Sunset Scavenger designed to reduce plastic bag use during the 2008 Cleanup, proved so successful at reducing the number of bags thrown away at Ocean Beach during the Cleanup that it will be expanded to all locations in the city for the 2009 cleanup. In Los Angeles, local partner Heal the Bay plans to launch a new initiative to identify the "trash hot spots" of Santa Monica Bay, and focus its efforts on those locations hardest hit by marine debris.

With these and other innovations in store, the 2009 cleanup will undoubtedly build on the success of past years' events. In 2008, 73,461 volunteers turned out to Coastal Cleanup Day, a 20 percent jump over 2007 and a 46 percent jump in volunteers over the past two years. Last year's volunteers removed a record 1.6 million pounds of debris, of which almost 200,000 pounds was recycled, both record numbers for the Cleanup Program. For more information on last year's event or any of the new initiatives planned for 2009, please visit our website at www.coast4u.org.

Environment ^{A5}

Big Bear Grizzly • Wednesday, August 19, 2009



Grizzly file photo

Volunteer picks up trash during the 2008 Shoreline Cleanup

Lakeshore cleanup set

The morning of Sept. 19 promises to be a busy day around Big Bear Lake. It's Shoreline Cleanup Day.

Volunteers are needed to make a difference in the Valley by cleaning up the shoreline of the lake.

• **Big Bear Lake Shoreline Cleanup Day: Sept. 19** Volunteers are needed to serve as cleanup leaders for the 10th annual Big Bear Lake Shoreline Cleanup. Other

volunteer opportunities include site coordinators and recruiters. Groups that typically volunteer include school clubs and organizations, corporate teams, service organizations, families, friends and boaters.

The Big Bear Lake shoreline cleanup event is from 9 a.m. to noon. Big Bear Lake Shoreline Cleanup Day is part of the California Coastal Cleanup Day sponsored by the California Coastal

Commission and Whole Foods Market. California Coastal Cleanup Day is celebrating its 25th anniversary. More than 750 locations around the state participate in the event.

"We want Coastal Cleanup Day to be an opportunity for every Californian to feel their connection to our coast, no matter where they may live," said Eben Schwartz, outreach manager for the California Coastal Commission. "By pushing the Cleanup into every corner of the state, we can clean up a lot of trash before it has a chance to reach our ocean, and in doing so, bind every Californian to one another through our collective stewardship."

Last year a record 532 volunteers removed 1,540 pounds of trash from the Big Bear Lake shoreline. Be part of the solution to marine pollution. Call Alan Sharp at 909-866-3218 to volunteer

Environment ^{A5}

Big Bear Grizzly • Wednesday, August 26, 2009

Cleaning up for fall

The morning of Sept. 19 promises to be a busy day around Big Bear Lake. It's Shoreline Cleanup Day.

Volunteers are needed to make a difference in the Valley by cleaning up the shoreline of the lake. Volunteers may serve as cleanup leaders for the 10th annual Big Bear Lake Shoreline Cleanup. Other opportunities include site coordinators and recruiters. Groups that typically pitch in include school clubs and organizations, corporate teams, service organizations, families, friends and boaters.

The Big Bear Lake Shoreline Cleanup event is from 9 a.m. to noon. Shoreline Cleanup Day is part of the California Coastal Cleanup Day sponsored by the California Coastal Commission and Whole Foods Market. California Coastal Cleanup Day is celebrating its 25th anniversary. More than 750 locations around the state participate in the event.



A volunteer picks up trash during the 2008 Big Bear Lake Shoreline Clean Up.

"We want Coastal Cleanup Day to be an opportunity for every Californian to feel their connection to our coast, no matter where they may live," said Eben Schwartz, outreach manager for the California Coastal Commission.

Last year a record 532 volunteers removed 1,540 pounds of trash from the Big Bear Lake shoreline. Be part of the solution to marine pollution. Call Alan Sharp at 909-866-3218 to volunteer.



COURTESY PHOTO

Volunteers pose with the truck full of trash they cleaned up in Yolo County. The Putah Creek Council is seeking volunteers for this year's Creek Cleanup on Saturday, Sept. 19, to coincide with California's Coastal Cleanup Day. Last year, 73,461 volunteers removed a record 1.6 million pounds of debris statewide.

Creek cleanup to keep trash from flowing to sea

ENTERPRISE STAFF

The largest landfill in the world is not, in fact, on land. It floats in the middle of the Pacific Ocean. According to the Los Angeles Times, the Western Garbage Patch, between Hawaii and California, is twice the size of Texas. Ninety percent of the patch is floating plastic.

What's a local, community-minded person to do? Libby Earthman, executive director of the Putah Creek Council, says volunteering for the Yolo County Creek Cleanup — on Saturday, Sept. 19 — is a great place to start.

"We encourage people of all ages and abilities to come out to our waterways and help pick up trash," she said in a news release. "It's something tangible that people can do to learn about how little things they do affect life downstream."

While some of the trash found in local waterways is illegally dumped there, much of it makes its way into creeks by way of stormwater drains.

"When you see a piece of trash in the gutter, floating toward a drain, most people assume that the water and floating trash are heading to the water treatment plant. They are not. They drain directly into creeks, or in Davis, into stormwater collection ponds," Earthman said.

A consortium of Yolo County groups, including local government and non-profit agencies, organizes an annual fall waterway cleanup to help ensure that Yolo County does not contribute to the ocean's trash problem. The local creek cleanup is part of the California Coastal Commission and Ocean Conservancy's International Coast and Creek Cleanup Event, the largest volunteer trash cleanup in the world.

On the third Saturday in September, volunteers throughout the world don gloves and head out to rid waterways of rubbish. According to the Ocean Conservancy, more than 400,000 people in 100 countries volunteered last year to remove a 6.8 million pounds of trash.

In 2008, a record-breaking 312 local volunteers participated at sites throughout Yolo County, collecting 11,000

"When you see a piece of trash in the gutter, floating toward a drain, most people assume that the water and floating trash are heading to the water treatment plant. They are not."

Libby Earthman
Putah Creek Council
executive director

pounds of trash and 900 pounds of recyclables. The 2009 cleanup will build on the success of past years.

Last year, 73,461 volunteers participated in California's Coastal Cleanup Day, a 20 percent jump over 2007 and a 46 percent increase over the past two years. These volunteers collectively removed a record 1.6 million pounds of debris, of which almost 200,000 pounds was recycled, both record numbers, Earthman said.

"We want Coastal Cleanup Day to be an opportunity for every Californian to feel their connection to our coast, no matter where they may live," said Eben Schwartz, outreach manager for the California Coastal Commission. "By pushing the cleanup into every corner of the state, we can clean up a lot of trash before it has a chance to reach our ocean, and in doing so, bind every Californian to one another through our collective stewardship."

To volunteer for Putah Creek cleanup on Sept. 19, visit <http://www.putahcreekcouncil.org> and follow the link to the online registration. Volunteers who pre-register before Sept. 11 will get a free eco-gift, while supplies last. For more information, call Earthman at (530) 795-3006.

**Davis, CA
(Yolo Co.)
Enterprise
(Cir. D. 10,047)
(Cir. S. 10,298)**

AUG 30 2009

Allen's P. C. B. Est. 1888

International beach and waterway clean up set for Sept. 19

August 31st, 2009

By Barbara Kessler
Green Right Now

Coastal residents, surfers, fishers, beach combers and sea lovers - get ready to pay it back this September by participating in the largest single day of trash collection along



waterways at the annual International Coastal Cleanup.

The Coastal Cleanup, set for the third Saturday of every September, brings out hundreds of thousands of volunteers worldwide, who cart away millions of pounds of debris.

Last year, nearly 500,000 volunteers took part in the ICC, charting a take-away of 6.8 million pounds of trash. The volunteers cleaned up 6,485 sites in 100 countries and 42 US states in 2008, according to the event's sponsor the Ocean Conservancy.

This year the Earth Day Network also is helping support the clean up. Volunteers will earn points toward EDN's "Billion Acts of Green" campaign that aims to engage people around the world in flurry of actions leading up to next year's 40th Anniversary of Earth Day.

Cleaning up the beach view is a no brainer, but it's also critical to helping marine life. Remember the damage to dolphins from those plastic six-pack holders? And lately, some institutions are rethinking polystyrene and plastic containers because as trash, they never fully break down and are inadvertently consumed by fish and birds. (For more on plastic debris, see this alarming and enlightening TED conference talk by Capt. Charles Moore about how plastic debris is killing Albatross chicks and polluting the oceans.)

"Trash on our beaches and in our ocean and waterways is more than an eyesore," said Dianne Sherman, Director of the International Coastal Cleanup, in a statement. "It

threatens marine wildlife, undermines tourism and other economic activities, and poses a risk to human health."



This year's event, set for Sept. 19, will ask volunteers to remove debris from beaches, lakes and rivers (yes, in-landers can participate) and also track what they remove on data cards. The Ocean Conservancy will use this data to catalog marine debris, breaking it down by country and state, so that residents and leaders can divine solutions to littering, such as re-thinking certain types of packaging.

To find the nearest 2009 Cleanup site, visit the Ocean Conservancy website's clean-up page, where you can search on a town or zip code.

San Francisco, CA
(San Francisco Co)
KGO
(Television)

AUG 31 2009

Jackson, CA
(Amador Co.)
Amador Ledger-
Dispatch
(Cir. 2xW. 8,300)

SEP - 1 2009

711 1 1000

Cleaning up the Mokelumne River — Again!

58 2009 Mokelumne River Cleanup help needed on Sept. 19

Via PRESS RELEASE

"The Mokelumne River Cleanup is a great way to have fun while doing something good for our local river," said retired teacher Karen Friis, member of the 2009 Mokelumne River Cleanup Team. "This year we'll be joining volunteers all over the Sierra as part of the Great Sierra River Cleanup and people all over the state taking part in the California Coastal Cleanup."

On Saturday, Sept. 19 people who care about the Mokelumne River will gather at four sites to work along the river's banks removing trash accumulated through the summer months. Previous cleanups over the last 19 years have cumulatively removed tons of trash and recyclables. The cleanup benefits wildlife and water quality, while keep-



People of all ages have helped to clean up the Mokelumne. PHOTO COURTESY OF KAREN FRIIS

ing the river a beautiful place to visit.

The four locations for the event are: Electra Road, the Highway 26 North Fork Mokelumne crossing, the Middle Bar area and the Mokelumne River Day Use Area below Camanche Dam.

Registration is required.

Volunteers for the Middle Bar, Electra and Highway 26 sites should register at www.foothillconservancy.org or by calling Randy at 295-4900. Volunteers for the Camanche site can regis-

ter through Dave Johnson at johnsond@ebmud.com or call 772-8337.

This year's Mokelumne River Cleanup sponsors are the Foothill Conservancy, New York Fitness, East Bay Municipal Utility District and Camanche Recreation Company. The Great Sierra River Cleanup is sponsored by the Sierra Nevada Conservancy.

Volunteers should wear long pants and sturdy boots and bring along work gloves, a hat, insect repellent, sunscreen, a water bottle and a bag lunch, unless they plan to participate in a lunchtime barbecue for volunteers at the Day Use Area. Water and snacks will be provided. Flotation devices are recommended for those working close to the river's edge. Properly equipped paddlers are welcome to help from the river at Electra, Highway 26 and Middle Bar. No pets or alcoholic beverages, please.

River cleaners under 18 are welcome if accompanied by responsible adults. Minors must have their liability releases signed by a parent or legal guardian. Copies of the release for Electra, Middle

Bar and Highway 26 can be downloaded from the Foothill Conservancy website or obtained from their office.

Groups are welcome to participate. Please call in advance for information.

For more information, contact Randy Berg at 295-4900, e-mail randy@foothillconservancy.org or visit www.foothillconservancy.org/rivercleanup.

Seal Beach, CA
(Orange Co.)
Seal Beach Sun
(Cir. W. 10,700)

SEP - 3 2009

Allen's P. C. B. Est. 1888

Sept. 19 is 25th Annual California Coastal Cleanup Day

The California Coastal Commission has announced that the state's biggest volunteer event, California Coastal Cleanup Day, is preparing to celebrate its 25th Anniversary.

The 25th Annual Cleanup, sponsored by the Coastal Commission and Whole Foods Market, will take place at more than 750 locations around the state from 9 a.m. to noon on Saturday, Sept. 19.

The cleanup is one of California's premier volunteer activities, annually bringing tens of thousands of volunteers to the state's beaches and inland shorelines to remove the debris that has accumulated over the course of the year.

The Coastal Commission and its many partners around the state launched a number of initiatives during the summer to highlight the 25th Anniversary and to encourage even more volunteers to turn out on Sept. 19.

One of these initiatives is a continued push into inland California in an attempt to launch

cleanup activities in all 58 of California's counties (Cleanups currently take place in 45 counties).

Several areas have already responded to this call, including a new effort by the Sierra Nevada Conservancy to complement Coastal Cleanup Day with a "Great Sierra Cleanup" that will encompass all of the Sierra Nevada counties.

"We want Coastal Cleanup Day to be an opportunity for every Californian to feel their connection to our coast, no matter where they may live," said Eben Schwartz, outreach manager for the Coastal Commission.

"By pushing the Cleanup into every corner of the state, we can clean up a lot of trash before it has a chance to reach our ocean, and in doing so, bind every Californian to one another through our collective stewardship," Schwartz said.

California Coastal Cleanup Day is the premier volunteer event focused on the marine environment in the country.

In 2008, more than 70,000 volunteers worked together to collect more than 1,600,000 pounds of trash and recyclables from our beaches, lakes, and waterways.

California Coastal Cleanup Day has been hailed by the Guinness Book of World Records as "the largest garbage collection" (1993).

Since the program started in 1985, more than 800,000 Californians have removed more than 13 million pounds of debris from our state's shorelines and

coast.

When combined with the International Coastal Cleanup, organized by the Ocean Conservancy

Please see Cleanup, page 6

Cleanup

From page 3

and taking place on the same day, California Coastal Cleanup Day becomes part of one of the largest volunteer events of the year.

Coastal Cleanup Day is the highlight of the California Coastal Commission's year 'round Adopt-A-Beach program and takes place every year on the third Saturday of September, coming at the end of

the summer beach season and right near the start of the school year.

Coastal Cleanup Day is a great way for families, students, service groups and neighbors to join together, take care of the fragile marine environment, show community support for natural resources, learn about the impacts of marine debris and how we can prevent them.

Participants also have fun. Coastal Cleanup Day is also the kick-off event for Coastweeks—three weeks of coastal and water-related events for the whole family.

To participate, pre-register with your local coordinator, or simply show up at any of our drop-in sites (which will be placed on the county contact pages as they become available). For more information, call (800) COAST-4U or e-mail coast4u@coastal.ca.gov.

SEP - 4 2009

Allen's P. C. B. Est. 1888

Rolling up sleeves, cleaning up creek

The annual Marsh Creek Cleanup Day will take place Saturday, Sept. 19, from 9 a.m. to noon at seven locations along Marsh Creek and its tributaries, where volunteers will clean trash and debris from nearly 15 miles of creek. Friends of Marsh Creek Watershed (FOMCW) conducts this event in partnership with the cities of Oakley and Brentwood, the East Bay Regional Park District and the California Coastal Commission.

Cleanup organizers look to build on the success of last year's event, when more than 600 volunteers turned out to remove approximately 8,500 pounds of debris from the creek—the largest cleanup ever. More than 1,000 pounds of trash was recycled. "This is an event that promotes community service while helping create an interest in the local watershed," said Diane Burgis, coordinator of Friends of Marsh Creek Watershed. "Folks see what gets into the creek from the storm drains, and cleaning up the creek helps motivate people to keep the creek from getting dirty again. This is an event that you see whole families doing together—it's a real feel-good event!"

Marsh Creek Cleanup is a part of the California Coastal Commission's California Coastal Cleanup Day that also boasted its biggest cleanup last year, when more than 63,000 volunteers cleaned up

just under a million pounds of debris from creeks, rivers and lakes throughout California. The Coastal Commission has been working to steadily expand the effort; data gathered from cleanups in the past few years reveal the need to continue this expansion. Of the debris found on California's beaches, 60 to 80 percent originates from inland or urban areas and washes out to the ocean.

"California Coastal Cleanup Day is among the largest of many efforts that the state undertakes to safeguard our coast and ocean," said Eben Schwartz, State-wide Director of the Cleanup. "The key to the success of the Coastal Cleanup Day, though, is the dedication of the volunteers who give their time and effort to this cause. Cleanup volunteers not only help remove debris from our state's beaches and waterways; they take away a powerful message of the need to prevent pollution year-round."

Marsh Creek Cleanup is funded in part through grants awarded by the California Department of Conservation and the Contra Costa County Stewardship Grant administered by the Watershed Project. An REI grant has provided the funding for many of the expenses related to the Creek Cleanup Day effort.

"Without REI's generous support we

wouldn't have been able to take on this very important project," said Burgis.

Crystal Geyser Alpine Spring Water, a major sponsor and partner of the California Coastal Commission, donated water for the Marsh Creek Cleanup as well as all other cleanup efforts participating with the California Coastal Cleanup Program.

"CG Roxane LLC, producers of Crystal Geyser Alpine Spring Water, is proud to be a sponsor of California Coastal Cleanup Day," said Ronan Papillaud, president and CEO of CG Roxane LLC, which has made environmental stewardship a priority in its company business model. "Working together with partners such as the California Coastal Cleanup Program will help to continue to beautify and preserve the state of California." FOMCW has also recognized the Brentwood Press and the Monthly Grapevine for their generous sponsorship of the event.

Due to economic constraints, the Cleanup event in Brentwood has been scaled down this year, eliminating the traditional lunch and celebration. There will be four cleanup sites in Brentwood:

- Creekside Park on Crescent Way off of Balfour Road
- Central Boulevard across from the Dainty Center
- Bristow Middle School

- The end of Rosebrook Terrace next to Ron Nunn School

Brentwood residents are encouraged to download the volunteer waivers on www.fomcw.org, which includes maps to show which sites are closest to where residents live or go to school.

Creek Cleanup Day in Oakley hopes to expand by offering activities following the cleanup. There will be three Cleanup sites in Oakley:

- Creekside Park on Creekside Way off of Laurel Avenue
- The Cypress Avenue Bridge
- The Delta Road Bridge

Oakley residents are also encouraged to download volunteer waivers from the city of Oakley Web site, www.ci.oakley.ca.us, or at www.fomcw.org. Volunteers are encouraged to show up at the Creekside Park site.

Groups are asked to pre-register by downloading waivers and calling Diane at 925-325-2908. Waivers will be collected; volunteers will be assigned sites and provided supplies. Groups are asked to pre-register before Sept. 10, if possible.

Volunteers are needed to help organize the event ahead of time and to help with set-up, break-down and registration of volunteers on the day of the event. Please contact Friends of Marsh Creek Watershed at 925-325-2908 or visit www.fomcw.org.

SEP - 9 2009

Allen's P. C. B. Est. 1888

California Coastal Cleanup Day counts

By LYNN ADAMS
SPECIAL TO THE TRIBUNE

California Coastal Cleanup Day has been hailed by the Guinness Book of World Records as "the largest garbage collection" (1993). Since the program started in 1985, more than 800,000 Californians have removed more than 13 million pounds of debris from our state's shorelines and coast. When combined with the International Coastal Cleanup, organized by The Ocean Conservancy and taking place on the same day, California Coastal Cleanup Day becomes part of one of the largest volunteer events of the year.

Last year in San Mateo County, 3,802 volunteers helped collect more than 41,000 pounds of trash for Coastal Cleanup Day. In Pacifica, 1,200 volunteers combed the beaches, bluffs, creeks and wetlands and removed almost 4,000 pounds of debris from the environment.

One of the amazing things about Coastal Cleanup Day is that most volunteers take the

time to count and categorize most of the litter collected. Sadly, the top four items collected for Coastal Cleanup Day throughout California in 2008 was cigarette butts - 5,236,619, food wrappers/container - 1,252,749, caps/lids - 1,154,740, and bags 1,024,070. These four items were also the most collected items in San Mateo County and Pacifica and probably pose the most harm to wild, bird, and marine life.

Why do we count the litter we pick up each year for Coastal Cleanup Day? Counting puts into perspective the degree of litter issues we see every day at every beach and street that we cleanup. It helps to quantify the problems we are facing and the litter issues that are killing our ocean, waterways, wildlife and marine life. With facts and figures, people may persuade themselves and/or others to change their behaviors. Changes in legislation are starting to address some of these issues. Could changes in manufacturing and packaging be on their way?

Please help us count for Coastal Cleanup 2009 on Saturday, Sept. 19 from 9 to 11:30 a.m. at any of a number of sites or adopt a creek site for your family, team, or group today. We have many locations needing your help and a number of places that need teams, groups, or families to adopt them.

While Pacifica's creeks are often not visible, in fact many are tunnels below ground, we can access the surrounding streets and have a big impact on the health of the creek and ultimately affect the health of the ocean too. Join us; it's fun! Pick it Up, Pacifica, sign up today.

Creek areas that need families, teams or groups of people to adopt them:

■ Gateway, Fairmont, and northern Pacifica streets (drains to the secret waterfall or the Big Inch Creek.)

■ Pacifica Community Center, Skatepark, and wetlands - Meet at the Pacifica Community Center on Crespi at Highway 1.

■ Milagra Creek - I have a

leader, I need a team for this area; it is by Miller, Avalon, Milagra Drive and Edgemar streets.

■ San Pedro Creek (inland) - Meet at the end of San Pedro Terrace Road off of Peralta.

■ Calera Creek in Vallemar/Pigeon Trail.

■ Fassler Avenue - I have a family for this street but they could use help.

■ Terra Nova area streets (drains to San Pedro Creek).

■ Park Pacifica streets (rains to San Pedro Creek).

■ Rosita Road area streets (drains to San Pedro Creek)

■ Crespi Road area streets (rains to San Pedro Creek)

Sites with captains and supplies. Just show up and bring a friend:

■ Mussel Rock Beach and Bluff - Take Manor Drive exit off Hwy 1, right on Palmetto, left on Westline Drive. Meet in the parking lot north of the transfer station at the end of Westline drive.

■ Manor Bluff Take

Manor - Drive west to the ocean. Meet in front of the post office.

■ Sharp Park Beach - Meet at the start of the levee near the picnic tables on Beach Boulevard at Clarendon just south of the Pacifica Pier.

■ West Sharp Park Streets - Join IBL students in cleaning up the streets of West Sharp Park. Meet at the flagpole just south of the Pacifica Pier.

■ Rockaway Beach Meet at the west end of Rockaway.

■ Pacifica State Beach at Linda Mar - Meet at the south end of Linda Mar State Beach parking lot near Taco Bell.

■ San Pedro Creek Meet at the north end of Pedro Point Shopping Center by NorCal Surf Shop.

■ Big Inch Creek - A team of people is signed up to cleanup the Monterey, Nelson, Chester, Norfolk streets surrounding this creek. If you want to help them, let me know and I will hook you up.

■ Salada Creek - Meet by the 7-Eleven on Clarendon join Ocean High School at

this cleanup.

■ Mori Point - Join the Parks Conservancy & GGNRA. Meet at Bradford and Mori Point Road by the Moose Lodge (Need a team leader here).

■ Roberts Road - A team of people is signed up to cleanup. If you want to help them, let me know and I will hook you up.

With so many things waiting to float out to the Pacific Gyre — that garbage patch of floating plastics, that we can collect and dispose of properly before the rains come and wash them into our creeks, out to the ocean and beyond to the Gyre — we need your help. Please contact the Pacifica Beach Coalition today to adopt a creek in need or to register your group by emailing pickituppacific@gmail.com or calling 355-1668. Bags, gloves and tally cards will be provided. A celebration will follow for all volunteers at Sharp Park picnic area food, lemonade and a drum circle for all to join.

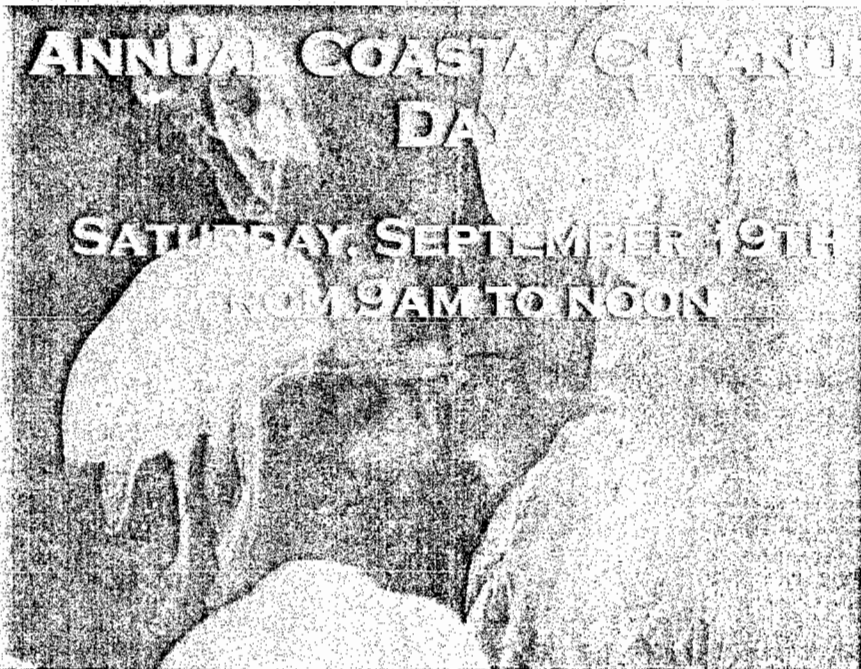
SEP - 8 2009

Allen's P.C. & Ed. 1988

58 - 2009

1/3

REGISTER-PAJARONIAN, Tuesday, September 8, 2009 1:00 PM



ANNUAL COASTAL CLEANUP DAY

SATURDAY, SEPTEMBER 19TH
FROM 9AM TO NOON

South County Sites Include:

Beaches:

- Main Manresa Beach
- Sunset Beach
- Palm Beach

Inland Sites:

- West Struve Slough at Pajaro Valley High School
- Struve Slough behind Ramsay Park
- Pajaro River at River Park

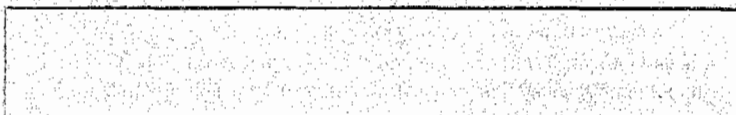
For general event information and to find a site near you, visit
saveourshores.org/acc or contact Emily Glanville
at (831) 462-5660 ext. 5



Brought to you locally by:



"Improve quality through the energy, unity through cooperation"



Culver City, CA
(Culver City Co.)
Blue Pacific News
(Cir. W. 14,500)

SEP 11 2000

Allen's P.C.B Est. 1888

Coastal Cleanup Day Cleans up Waterways

Heal the Bay, a nonprofit organization based in Santa Monica, released its inaugural list of Los Angeles County's five most debris-impacted waterways and sent out an urgent call for volunteers to help restore the sites as part of Coastal Cleanup Day on Saturday, Sept. 19. Heal the Bay is dedicated to making Southern California coastal waters and watersheds, including Santa Monica Bay, safe, healthy and clean.

In an effort to highlight the urgent need to remove the debris, some locations have been tagged with a "code red" designation, meaning that they are in need of special attention.

The code red locations are Dominguez Channel, L.A. River at Elysian Park and Taylor Yard, and Ken Malloy Harbor Regional Park. These urban sites drain runoff from huge swaths of Los Angeles County and are overwhelmed by such litter as plastic bags and fast-food packaging.

Beyond these sites, tens of thousands of Los Angeles County residents will mobilize from 9 a.m. to noon at more than 70 other cleanup sites, from Pasadena to Palos Verdes. Volunteers will canvass beaches, parks, creeks, lakes, highways and alleys to remove ocean-bound trash.

See CLEANUP page 8

CLEANUP

from page 1

Linking with similar cleanups around the globe, participants in the 25th annual Coastal Cleanup Day joins the world's biggest single-day volunteer event. Attendees will receive hands-on education about the steps they can take throughout the year to keep local watersheds clean and build community pride.

"This global effort is a reminder to all of us to be good stewards of the environment and put trash in its proper place," said Gail Farber, Los Angeles County's director of public works.

Last year, Los Angeles

County volunteers collected their cumulative one millionth pound of trash since 1990s inaugural local event, equaling roughly the weight of a fully loaded Boeing 747 jumbo jet. By removing debris from beaches and inland neighborhoods, cleanup participants reduce blight, protect marine animals and bolster the regional economy.

"The ocean belongs to all of us and we all have a duty to protect it," said Mark Gold, president of Heal the Bay, the Santa Monica based environmental group that organizes Coastal Cleanup Day in Los Angeles County. "This volunteer event reminds us to take action, no matter where we live," Gold added.

Heal the Bay seeks volunteers of all ages and physical abilities. No special equipment or experience is necessary. Site captains will organize individuals, families, neighborhoods, community groups, schools, faith-based groups, sports teams and businesses to help out.

Heal the Bay organizes Coastal Cleanup Day in partnership with the California Coastal Commission and the Los Angeles County Department of Public Works. The L.A. campaign is part of a global international event led by the Ocean Conservancy that encompasses six million volunteers in 127 countries and all U.S. states. The day has been recognized by the Guinness Book of World Records as the world's biggest 24-hour volunteer event. For registration information and cleanup tips, please visit www.healthybay.org/ccd.

Willits, CA
(Mendocino Co.)
Willits News
(Cir. 2xW. 4,500)

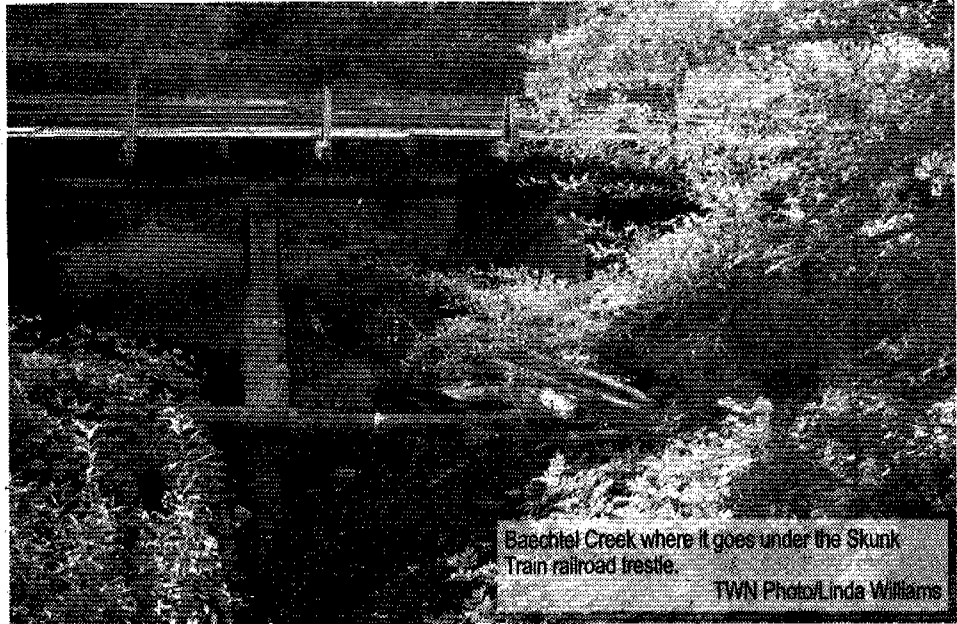
SEP 11 2009

Allen's P. C. B. Est. 1888

Willits joins ⁵⁸ Coastal Cleanup Day

BY LINDA WILLIAMS
TWN STAFF WRITER

The 25th annual California Coastal Cleanup Day is September 19 and the Willits watershed has been designated as one of the official cleanup sites. Anyone interested in helping clean up the creeks running through Willits to encourage salmon spawning are encouraged to show up at 8:30 a.m. September 19 at JD Redhouse. The cleanup is from 9 a.m. to noon. People are encouraged to wear work clothes, gloves



Baechtel Creek where it goes under the Skunk
Train railroad trestle.

TWN Photo/Linda Williams

and sturdy shoes suitable for tromping along the creek beds.

The Willits Watershed Outlet Creek Group is leading the creek cleanup action in the Willits area focusing on three specific areas along Mill Creek, Broadus Creek and Baechtel Creek. When volunteers arrive at JD Redhouse September 19, they can pick which area they want to work on and will be dispatched to the appropriate area.

The cleanup day sponsored by the California Coastal Commission has become one of the largest single day volunteer event. In 2008, more than 70,000 volunteers worked together to collect more than 1.6 million pounds of trash and recyclables from California beaches, lakes, and waterways.

For information contact Tom Woodhouse at 459-4677.

Santa Cruz, CA
(Santa Cruz Co.)
Sentinel
(Cir. D. 27,700)
(Cir. S. 30,100)

SEP 13 2009

Allen's P. C. B. Est. 1888

LITTER REMOVAL



CONTRIBUTED PHOTO

Volunteers dig up a couch on a North Coast beach during last year's Coastal Cleanup Day.

Thousands expected to pitch in for 25th annual Coastal Cleanup Day

By MAXWELL HENDERSON
newsroom@santacruzsentinel.com

SANTA CRUZ — Thousands of volunteers are expected to gather across the county on beaches, near rivers and even under the ocean to hunt for trash Sept. 19 as part of the 25th annual Coastal Cleanup Day.

Last year, volunteers removed nearly 15,000 pounds of garbage and recycling from beaches and waterways. Event coordinators at Save Our Shores expect 3,500 volunteers to show up this year.

"Rivers are the locations in Santa Cruz that need the most help," said Emily Glanville, programs coordinator of Save Our Shores. When Glanville's organization took over the event three years ago, there were 20 sites on Cleanup Day; now there are 50, many of them rivers and creeks. Volunteers have found couches, washing machines, toilet bowls and TVs strewn along the county's riverbanks and creekbeds.

Ocean trash kills 1 million seabirds and 100,000 marine mammals every year, and over 80 percent of that trash originates from land-based sources like rivers, according to Save Our Shores.

For the second year in a row, there will be a special scuba cleanup site under-

IF YOU GO
25TH ANNUAL
COASTAL CLEANUP
DAY

WHEN: Sept. 19
WHERE: 50 locations throughout Santa Cruz County
WHAT TO BRING: sunscreen, water, gloves
REGISTER: saveourshores.org

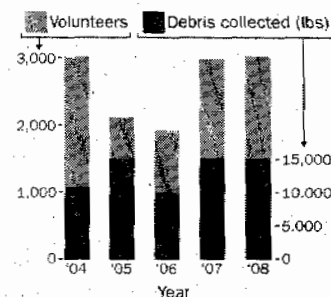
neath the Santa Cruz wharf. Volunteers will don underwater gear and clean the accumulated litter discarded from the bustling pier. On the surface, two teams in kayaks will pluck plastic bags and debris from the kelp forests.

Trained site captains will be at all 50 locations to help volunteers. Save Our Shores will provide equipment like gloves and trash bags. Volunteers will also be issued data cards to record the amount and type of debris they find during the three-hour effort.

Sometimes, volunteers stay for a bit longer, like the group of 10-year-old Boy Scouts who found a couch buried in the sand at Davenport Landing Beach last year.

"They dug it out with their hands and shovels for about five hours," Glanville said. "They refused

Volunteers vs. Debris Collected during previous Annual Coastal Cleanup Days



SOURCE: Save Our Shores

MAXWELL HENDERSON/SENTINEL GRAPHIC

to leave that couch on the beach."

Costal Cleanup Day, now a multinational event, was started in 1984 by Judie Nelson, an Oregon resident who was fed up with the trash littering her state's beaches. Nelson mustered 2,800 volunteers for the very first cleanup day. Inspired, the California Coastal Commission hosted its own Coastal Cleanup Day in 1985. The Ocean Conservancy began coordinating International Coastal Cleanup Day in 1986, helping to spread the event worldwide.

Save Our Shores was founded in 1978 to oppose offshore oil drilling along the Santa Cruz County coast. The group took over coordination of annual Coastal Cleanup Day from Ecology Action in 2007.

Volunteer army to tackle California Coastal Cleanup

Molly Zisk / The Register

Litter can travel to the beach from miles inland, blown by the wind and washed into storm drains.

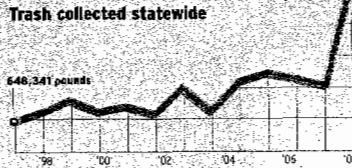
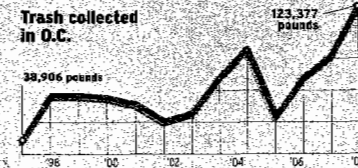
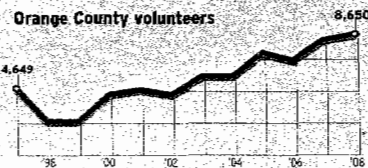
Whether we're picnicking at the park, washing the car, playing on the beach or throwing away cigarette butts, food wrappers and bottles, the trash we accumulate can travel from inland Orange County to the ocean by way of

storm drains and sewer systems.

Saturday is the 25th annual California Coastal Cleanup. Volunteers will once again try to stem the tide of debris on our beaches. Since 1996, those volunteers have almost doubled in number, collecting 123,377 pounds of trash from

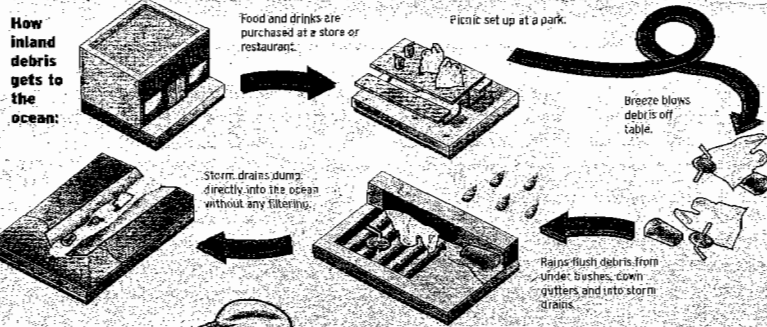
the coast last year. Of the 43 items tracked during the cleanup, the top three items found in 2008 were cigarette butts, plastic bags and food wrappers or containers.

For information about this year's California Coastal Cleanup, go to www.coastal.ca.gov.



How your trash gets to the beach

Eighty percent of the plastic debris that ends up in the ocean comes from inland, not from beachgoers. Debris from our daily activities, such as driving a car, not properly disposing of garbage or throwing a cigarette butt on the ground, has an impact on our shores and on the animals that live on land and in the ocean.



Caps and lids

The third-largest category of trash collected in the 2008 cleanup, caps and lids, contributes to the large amount of plastic debris in the ocean. Birds, fish and mammals often mistake plastic for food. Some birds even feed the plastic to their young. These chicks die of starvation because their stomachs are full.

Cigarette butts

In 2008, more than three times as many cigarette butts were collected than the next largest category of trash at 340,221. Since 1996, 3,353,999 cigarette butts have been collected along California's beaches on cleanup day. A cigarette's harm doesn't stop after it has been smoked; butts left on the beach are a health hazard to beachgoers and wildlife.

Cigarette butts are made of plastic cellulose acetate and take 10 months to five years to degrade.

Glass bottles

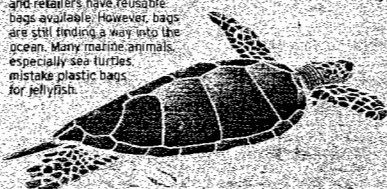
Over the past 10 years, more than 200,000 bottles were collected. Glass containers are 100 percent recyclable, but bottles pose danger to beachgoers not wearing shoes or digging in the sand.

Fishing nets

More than 7,000 fishing nets and traps were collected last year. Fish, turtles, sea lions and even whales are killed or maimed by becoming entangled in plastic netting.

Plastic bags

Last year 76,738 plastic bags were picked up along California's coast. Many communities in California have proposed banning plastic bags and retailers have reusable bags available. However, bags are still finding a way into the ocean. Many marine animals, especially sea turtles, mistake plastic bags for jellyfish.



Source: California Coastal Commission; Ocean Conservancy

Santa Ana, CA
(Orange Co.)
Orange County
Register
(Cir. D. 314,759)
(Cir. S. 371,114)

SEP 13 2009

Allen's P. C. B. Est. 1888

Escondido, CA
(San Diego Co.)
North County Times
(Cir. D. 89,754)
(Cir. Sun. 91,110)

SEP 13 2009

Allen's P. C. B. Est. 1888

SATURDAY 58



CALIFORNIA COASTAL CLEANUP DAY – More than 10,000 volunteers will fan out across San Diego County's waterways, beaches and lakes for the 25th annual volunteer cleanup program. Last year's volunteers collected nearly 160,000 pounds of trash and recyclables (the weight of 17 elephants). More than 75 county beaches, lakes, lagoons, coves, parks and piers (including 22 locations in North County) will host programs; 9 a.m. to noon; 619-291-0103, ext. 3003, 619-758-7743, ext. 101, or cleanupday.org.

SEP 15 2009

Allen's P. C. B. Est. 1888

Volunteers needed for Lodi Lake, Mokelumne cleanup Saturday

News-Sentinel staff

58

Besides the usual plastic bottles, syringes and cigarette butts, volunteers found a special surprise in Lodi Lake last year at the California Coastal Cleanup Day: a crawdad protecting its eggs in a Gucci purse.

The find was the second time Lodi has won the statewide "most unusual" piece of trash award. In 2004, a volunteer won the award with an unscratched lotto ticket that turned out to be a \$10 winner.

This year, volunteers are still needed to help clean up, sort and record trash in Lodi Lake and the Mokelumne River.

The event will be held from 9 a.m. to noon Saturday. Participants will meet at the playground area, 1101 W. Turner Road.

The city of Lodi will provide gloves, bags and grapplers, but volunteers must wear work clothes, closed-toe shoes, gloves, hats and sunblock. All volunteers are asked to sign a waiver of liability form, and volunteers under 18 must also have a signed permission slip from a parent/guardian.

Starbucks will provide coffee, Wal-Mart is donating canvas shopping bags and San Joaquin County has shirts for the volunteers.

Statewide, there will be about 40,000 volunteers who will work at more than 400 cleanup sites.

Last year, volunteers pulled more than 1,000 pounds of trash from Lodi Lake and the river.

Kathy Grant, Lodi Lake docent coordinator, organized the event. She hopes people will come volunteer to clean up the trash that starts in Lodi and then flows out into the ocean.



DAN EVANS/NEWS-SENTINEL

Karl Chesney, of Lodi, picks up bits of Styrofoam from the shore of Lodi Lake for the annual Coastal Cleanup. The event brings teams together across California to clean up lakes, rivers and beaches.

"That plastic is not breaking down; it's just floating away," Grant said. "We need to clean up after ourselves. It's the right thing to do. It's all the stuff mom taught you, on a bigger scale."

Plus, it's a good way to meet other "kindred spirits" who care about the environment, Grant

said.

"There's a sense of community out there. You meet people sometimes only at these events," she said.

For more information on how to volunteer, contact Kathy Grant at 339-8722 or e-mail kathygrant@sbcglobal.net.

SEP 16 2009

W. 15,000 P.C.B. Est. 1888

Every Pacifican can take part in Saturday's Coastal Cleanup Day

By JANE NORTROP
STAFF WRITER

Walking outside the house and picking up a piece of trash in the neighborhood is a simple way for every Pacifican to play a role in the statewide cleanup day this Saturday.

The Pacifica Beach Coalition, the organizer of the local cleanup day, under the direction of Lynn Adams, its president, has signed up community groups to clean up 17 sites including local beaches, bluffs, creeks and streets around the creek.

For the last five years, the Pacifica Beach Coalition has moved the cleanups gradually into the neighborhoods, because this is often the source of most of the litter.

Besides the local groups,

which include the paratenders, the Pacifica Gardens, GGNRA, Chamber of Commerce, schools and youth organizations, residents are forming their own groups to clean up their own neighborhoods and local creeks.

Last year, 1204 people participated in the cleanup. This year, more than 2000 are expected.

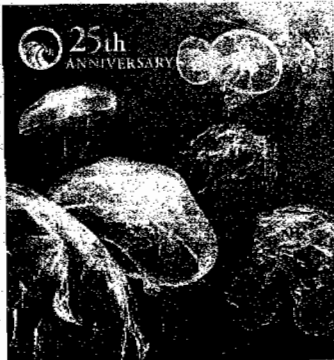
This is the cleanup where pieces of litter are counted so local grassroots organizations, legislatures, and manufacturers know where the problem areas are and how well they are doing making progress at reducing litter. They also learn what the most prevalent form of litter is and what is causing the most harm in the environment.

Last year, volunteers picked up 3,520 pounds of

trash and recycles in Pacifica. That included 29,347 cigarette butts, 4,208 food wrappers, 3,444 bags, 2,211 pieces of styrofoam, 1,907 bottle caps and lids, 168 fishing lures, 155 balloons, 109 strapping bands, 85 batteries and 55 cigarette lighters along with other debris such as TV's, tires, shopping carts, tennis balls, auto parts, and more.

On Earth Day, the Pacifica Beach Coalition drew attention to the plight of the steelhead trout and salmon in the waters of California. This year, they are focusing their education efforts on the massive Pacific Gyre, the place where the ocean currents meet and where a debris field twice the size of Texas floats.

See COASTAL Page 18



Coastal

Continued from Page 1

"The plastic debris is more than 100 feet deep and has tiny particles in it that have broken down from larger pieces. We are trying to capture the litter and plastic from the beaches, bluffs and streets before the winter storms come and carry it out into the creeks and on to the Pacific Gyre," Adams said. "The bottle caps and everything that sits in the gutters and storm drains will wash to the creeks when flushed from the storm drains. Once in the ocean, the currents will break it all down into smaller and smaller pieces, killing wildlife throughout its journey. These pieces can and probably will end up in that Pacific Gyre."

Coastal Cleanup Day is sponsored by the San Mateo Countywide Water Pollution Prevention Program and California Coastal Commission. It is part of International Coastal Cleanup Day with events around the world. This is the twenty-fifth year thousands of Californians will work together along beaches, shorelines and inland waterways to clear cigarette butts, cans, bottles, plastic bags, grocery carts, old tires and other debris.

Last year, more than 3,800 volunteers in San Mateo County removed 39,000 pounds of trash and 6,000 pounds of recyclables. Statewide, more than 73,000 volunteers hauled off

a record 1.6 million pounds of trash and recyclables that would otherwise soil the state and threaten the health of wildlife.

The vast majority of the debris isn't dropped on beaches or tossed into a watershed. Instead, most of the debris started out as garbage on urban streets and was carried by storm drains or blown by the wind.

"We are all connected to the shoreline and creek banks by storm drains," said Anne Clayton, San Mateo County Cleanup Day Coordinator. "The storm drains whisk litter you see on the sidewalk to our waterways. Most storm drains don't flow to a sewage treatment plant. They flow to our vulnerable waterways. It's important to remember that we need to do our part and keep trash and pollutants out of storm drains before they reach the ocean and bay."

To participate in the cleanup, join in at any of these sites from 9-11:30 a.m. Please dress for cold or warm weather, wear sturdy shoes, wear sunscreen, and if you have one, bring a five gallon bucket and eight gardening gloves (reduces plastic in the landfill).

Massel Rock Beach and Bluff — Take Manor Drive exit off Hwy 1, Right on Palmetto, Left on Westline Drive. Meet in the parking lot north of the transfer station at the end of Westline Drive.

Manor Bluff — Take Manor Drive west to the ocean. Meet in front of the Post Office.

Sharp Park Beach —



Meet at the start of the levee near the picnic tables on Beach Blvd at Clarendon.

San Pedro Creek (inland) — Meet at the end of San Pedro Terrace Road off of Perilla.

Big Inch Creek — A team of people will be cleaning up Monterey, Nelson, Chester, Norfolk streets surrounding this creek. They will start on Monterey between the Beaumont and Hickey intersections.

Salada Creek — Meet by the 7-11 on Clarendon join Ocean High School at this cleanup.

Mori Point — Join the Parks Conservancy and GGNRA. Meet at Bradford Lane and Mori Point Road by the Moose Lodge.

Roberts Road — Meet on Roberts Road just up the hill from the post office north of Crespi Dr.



Call the Pacifica Beach Coalition at 353-1668 or email: pickruppacific@comcast.net. If you have a new group who wishes to clean up a new site, I want to thank all of the residents who have heartily joined us. People come back year after year, cleanup after cleanup and help at places in need. Coastal Cleanup Day and Earth Day have been embraced by the community. So many members of our community pick up litter on their daily walk. It is making a difference and saving so many wildlife," Adams said. "When we are all a part of the solution, litter pollution will be a thing of the past."

Call the Pacifica Beach Coalition at 353-1668 or email: pickruppacific@comcast.net. If you have a new group who wishes to clean up a new site, I want to thank all of the residents who have heartily joined us. People come back year after year, cleanup after cleanup and help at places in need. Coastal Cleanup Day and Earth Day have been embraced by the community. So many members of our community pick up litter on their daily walk. It is making a difference and saving so many wildlife," Adams said. "When we are all a part of the solution, litter pollution will be a thing of the past."

Call the Pacifica Beach Coalition at 353-1668 or email: pickruppacific@comcast.net. If you have a new group who wishes to clean up a new site, I want to thank all of the residents who have heartily joined us. People come back year after year, cleanup after cleanup and help at places in need. Coastal Cleanup Day and Earth Day have been embraced by the community. So many members of our community pick up litter on their daily walk. It is making a difference and saving so many wildlife," Adams said. "When we are all a part of the solution, litter pollution will be a thing of the past."

Call the Pacifica Beach Coalition at 353-1668 or email: pickruppacific@comcast.net. If you have a new group who wishes to clean up a new site, I want to thank all of the residents who have heartily joined us. People come back year after year, cleanup after cleanup and help at places in need. Coastal Cleanup Day and Earth Day have been embraced by the community. So many members of our community pick up litter on their daily walk. It is making a difference and saving so many wildlife," Adams said. "When we are all a part of the solution, litter pollution will be a thing of the past."

Call the Pacifica Beach Coalition at 353-1668 or email: pickruppacific@comcast.net. If you have a new group who wishes to clean up a new site, I want to thank all of the residents who have heartily joined us. People come back year after year, cleanup after cleanup and help at places in need. Coastal Cleanup Day and Earth Day have been embraced by the community. So many members of our community pick up litter on their daily walk. It is making a difference and saving so many wildlife," Adams said. "When we are all a part of the solution, litter pollution will be a thing of the past."

Call the Pacifica Beach Coalition at 353-1668 or email: pickruppacific@comcast.net. If you have a new group who wishes to clean up a new site, I want to thank all of the residents who have heartily joined us. People come back year after year, cleanup after cleanup and help at places in need. Coastal Cleanup Day and Earth Day have been embraced by the community. So many members of our community pick up litter on their daily walk. It is making a difference and saving so many wildlife," Adams said. "When we are all a part of the solution, litter pollution will be a thing of the past."

Brentwood, CA
(Contra Costa Co.)
News
(Cir. 2xW. 4,095)

SEP 16 2009

Allen's P. C. B. Est. 1888

Oakley/Brentwood

PROTECTING MOTHER NATURE: The public is invited to help beautify East County by showing up for the annual Marsh Creek Cleanup Day this weekend.

Volunteers will collect trash and other debris from 9 a.m. to noon Saturday at various locations along nearly 15 miles of the creek.

Organized by Friends of Marsh Creek Watershed in tandem with the cities of Oakley and Brentwood and two other government agencies, the event is part of California Coastal Commission's statewide effort to clean up the creeks, rivers and lakes that carry nearly 1 million pounds of debris to the ocean.

Last year's local event removed the most trash ever — about 8,500 pounds — approximately 1,000 pounds of which were recycled.

Brentwood will have four cleanup sites: Creekside Park on Crescent Way off Balfour; Central Boulevard opposite the Dainty Center; Bristow Middle School

and the end of Rosebrook Terrace adjoining Ron Nunn Elementary School.

All volunteers should preregister by downloading waivers as well as calling Diane at 925-325-2908.

Those in Brentwood can obtain the waivers from www.fomcw.org.

In Oakley, trash collection will be at Creekside Park on Creekside Way off Laurel Road, as well as along Cypress Avenue and Delta Road bridges.

Waivers and more information are available at www.ci.oakley.ca.us or at www.fomcw.org.

Organizers also need extra pairs of hands before, during and after the event. To help with setup, registration and breakdown, call 925-325-2908.

— Rowena Coetsee

McKinleyville, CA
(Humboldt Co.)
McKinleyville Press
(Cir. W. 2,000)

SEP 16 2009

Allen's P. C. B. Est. 1888

Volunteers needed for coastal clean-up

52
The Northcoast Environmental Center and the California Coastal Commission announce the 25th Annual California Coastal Cleanup Day, set for Saturday, Sept. 19, from 9 a.m. until noon.

Local volunteers will clean trash and debris from



the banks of creeks, rivers, sloughs and lakes, those spots where they enjoy spending their time," she said.

To sign up to clean a favorite spot, contact the Northcoast Environmental Center at 822-6918 or stop by the office at 791 8th Street, on the ground floor of Jacoby's Storehouse in Arcata, between 9 a.m. and 1 p.m.

Participants will be provided with gloves, bags for trash and recyclables and data cards to record their findings.

The NEC is working in coordination with Humboldt Baykeeper and Humboldt Surfrider to bring Coastal Cleanup Day to the North Coast.

Sponsors include the North Coast Coop, Arcata Community Recycling Center, Humboldt Waste Management Authority, the City of Eureka, and County Parks.

Pioneered decades ago by the NEC and North Coast beach lovers, Coastal Cleanup Day went statewide when the Coastal Commission adopted it 25 years ago.

"California Coastal Cleanup Day has long been the state's largest volunteer event," said Eben Schwartz, statewide director of the cleanup.

"Recent actions by our state government have challenged us to build even further on this success," he said. "We are taking this challenge to heart, and expect this year's cleanup to be our biggest ever."

Cupertino, CA
(Santa Clara Co.)
Courier
(Cir. W. 16,930)

SEP 16 2009

Allen's P. C. B. Est. 1888

Cleanup day set for local parks on Sept. 19

58
The city of Cupertino will work with Whole Foods Market on International Coastal Cleanup Day to clean up Creekside Park, Calabazas Creek and Regnart Creek.

The Sept. 19 event will run from 9 a.m. to noon and will begin at Creekside Park, 10455 Miller Ave.

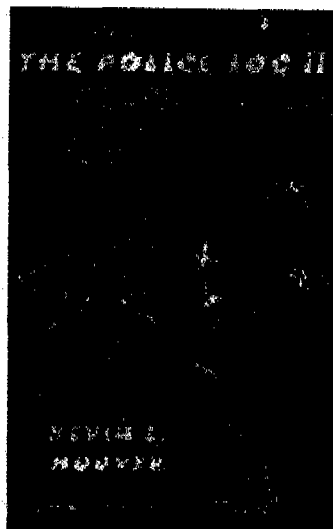
For more information call 408.777.3354, or e-mail environmental@cupertino.org.

shorelines all over Humboldt County, from Klamath to Petrolia, and inland to Willow Creek, Maple Creek, and along the Eel River.

The rest of the state will join Humboldt County in this effort when volunteers will clean more than 2,400 miles of shorelines throughout California.

"Last year 720 volunteers picked up about 7,000 pounds of debris from our local shorelines and waterways," said Kayla Gunderson, the NEC's Coastal Cleanup coordinator.

"This year our goal is to recruit 1,000 volunteers to clean beaches and also



AVAILABLE AT SLANE'S BOOKS

Mendocino, CA
(Mendocino Co.)
Beacon
(Cir. W. 2,300)

SEP 17 2009

Allen's P. C. B. Est. 1888

IN OUR OPINION

Coastal Cleanup Day

Saturday is the California Coastal Commission's 25th Annual California Coastal Cleanup Day, part of the Adopt A Beach program. The third Saturday in September is always set aside globally as the worldwide International Coastal Cleanup effort that mobilizes millions of citizen volunteers. California's cleanup alone was acknowledged in the 1993 Guinness Book of Records as the "largest garbage collection" event anywhere.

Last year, 70,000 volunteers collected 1,600,000 pounds of trash and recyclables from California's beaches, lakes and waterways, bringing the total, since its inception in 1985, to 13 million pounds of debris collected by 800,000 Californians. Combined with the international participation on the same day, it is one of the largest volunteer events of the year.

While the program saves millions of government dollars in cleanup costs, it is also vital to protecting marine environment health because garbage is extremely damaging to the ocean's delicate ecosystem. The complete impact of migrating trash may not be completely understood, but garbage moving from the shore to the water is known to carry harmful pollutants and toxins into the ocean, as well as being responsible for creatures becoming entangled or choking on and eventually dying from things they've swallowed.

The Coastal Commission analyzes the litter collected and maintains records on what garbage is found in specific spots. Results from over a decade of beach cleanup data indicate that 60 to 80 percent of beach debris comes from land-based sources.

Plastic pollution is a particularly dominant problem. A recent study found an average of 334,271 pieces of plastic per-square-mile in the North Pacific Central Gyre, a natural eddy system that concentrates plastic waste material. Plastic marine debris affects at least 267 species worldwide, including 86 percent of all sea turtle species, 44 percent of all sea bird species, and 43 percent of marine mammal species.

You can do your part with tens of thousands of others by showing up at one of over 25 coastal locations ranging from Westport to Gualala, organized by the Mendocino Land Trust. For a complete list of cleanup locations, go online to www.mendocinolandtrust.org or contact Jenny Hall at 962-0470 or jhall@mendocinolandtrust.org. Bring the family for a morning of community service and fun.

Finally, set a good example for your family, friends and visitors to our area and make every day a cleanup day. Carry bags and pick up trash every time you visit the beach or headlands.

SEP 18 2009

Allen's P. C. B. Est. 1888



Staff file

Volunteers clean up in 2008.

Cleanup volunteers needed

■ 25th annual coastal event is Saturday

58

By TPR STAFF

Hundreds of volunteers are needed once again this Saturday to help rid the county's beaches of marine debris during the 25th annual California Coastal Cleanup.

More than 1,200 volunteers participated locally in last year's cleanup that saw almost 5,000 pounds of marine debris — everything from cigarette butts to plastic bags — collected from 26 sites in the county, according to organizers.

The Environmental Center

Top 10 debris items

- Aluminum and metal cans
- Plastic bottles
- Glass bottles
- Cigarette butts/filters
- Food wrappers and containers
- Plastic bags
- Plastic utensils
- Plastic bottle caps and lids
- Clothing/shoes
- Plastic straws/stirrers

See CLEANUP /A4

Cleanup: Volunteers will clean 25 sites in annual event

Continued from A1

of San Luis Obispo County, or ECOSLO, as it's commonly called, is once again coordinating the local cleanup efforts.

This year, volunteers will clean 25 sites from 9 a.m. to noon during the annual event that aims to remove marine debris from beaches and waterways, identify its sources and change human behavior that causes pollution, organizers said.

Marine debris is one of the biggest threats to the ocean and that 80 percent of the waste comes from land-based sources, and is responsible for the deaths of more than 1 million sea birds and 100,000 marine mammals and turtles annually, according to the Ocean Conservancy.

Volunteers can show up at any of the South County cleanup sites listed below during Saturday's three-hour window, and they'll be provided with trash bags, plastic gloves and data cards.

Cleanup sites include:

- Fishermen's Beach/Olde Port Beach, near Port San Luis
- Avila Beach, meet at the playground
- Pirates Cove, meet at the Cave Landing Road parking area
- Shell Beach, meet at the beach access area near the Cliffs Resort
- Pismo Pier
- Pismo Beach south, meet near the Sea Venture hotel by the Addie Street parking lot
- Grover Beach at West Grand Avenue, meet at the picnic area

- Oceano at Pier Avenue, meet at the parking area at the entrance to Oceano Dunes State Vehicular Recreation Area
- Oso Flaco Lake, meet at parking lot at entrance to lake

For more information on how to get involved and for a complete list of cleanup sites, call ECOSLO at 544-1777 or visit www.ecoslo.org.

Additionally, volunteers are needed to join group of off-road enthusiasts — "Your Dunes Team" — who plan to clean up the Oceano Dunes State Vehicular Recreation Area during Saturday's event. Food and drinks will be available, organizers said.

For more information, visit <http://yourdunes.org> or e-mail Kevin Rice at kevin@yourdunes.org.

58

San Rafael, CA
(Marin Co.)
Marin Independent
Journal
(Cir. D. 41,100)
(Cir. S. 42,800)

SEP 18 2009

Allen's P. C. B. Est. 1888

Coastal Cleanup Day returns on Saturday

By Jim Welte
Marin Independent Journal

For 25 years, people have gathered along the California coastline to clean up debris on a weekend in mid-September.

And whether it's a result of heightened environmental concern, a renewed sense of volunteerism or more people with free time, greater numbers are doing it every year, according to Keley Stock, a park ranger at the Bay Model Visitor Center in Sausalito.

Participation in the California Coastal Cleanup Day, which takes place throughout Marin on Saturday morning, has surged in recent years, both in Marin and across the state. The event has drawn nearly 10,000 more volunteers in California in each of the past three years, with 2,300 people taking part in Marin in 2008. There are more than 50 volunteer sites across the county, from Blackie's Pasture in Tiburon to Drakes Beach in Point Reyes. Most cleanups last three hours.

IF YOU GO

A noontime barbecue at the Bay Model is open to all who participate in the morning cleanup campaign. For more information, or to find a beach cleanup site, visit www.spn.usace.army.mil/bmvc and click on "California Coastal Cleanup Day."

"With the 25th anniversary, it would be nice to cross another threshold," Stock said. "It's a wonderful thing to celebrate with this many people, but it's also amazing that there is so much debris to find every year."

One effect of that popularity is that people have taken ownership of certain spots in Marin, and Stock said she has 65 people leading efforts at the various locations in Marin.

"People get attached to a spot and want to make sure that it gets cleaned," Stock said.

Stuart Moody of San Rafael is one of those people. For the past six years, he has spearheaded efforts to clean up McNears Beach.

"The Earth really is our body," the 58-year-old Moody said. "What's happening on the Earth is happening to us. Even if someone else created the problem, when it's in front of you, it becomes your problem."

Two years ago, the number of people who showed up at McNears to help Moody more than doubled.

After 10 years overseeing some cleanup efforts, Cory Bytof, the volunteer coordinator for the city of San Rafael, saw volunteers at Pickleweed Park skyrocket to 140 in 2008, an effort led by the Rotary Club of San Rafael Harbor. Two years ago, Save the Bay identified San Rafael Creek, which sends trash downstream to the marina across from Pickleweed, as one of the 10 "trash hot spots" in the Bay Area. The area did not appear on the group's 2009 list.

"It's amazing that so many people are coming out these days," Bytof said.

Contact Jim Welte via e-mail at jwelte@marinij.com

Gualala, CA
(Mendocino Co.)
Independent Coast
Observer
(Cir. W. 3,100)

SEP 18 2009

Allen's P. C. B. Est. 1888

Coast cleanup day

The 25th annual California Coastal Cleanup Day will be on Saturday, Sept. 19, from 9 a.m. to noon.

More than 20 sites along the Mendocino County coast will be included in Coastal Cleanup Day, stretching from Gualala to Westport.

To volunteer or to obtain a list of Coastal Cleanup Day sites, contact Jenny Hall at (707) 962-0470 or jhall@mendocino-landtrust.org

Oakland, CA
(Alameda Co.)
Piedmonter
(Cir. W. 10,000)

SEP 18 2009

Allen's P. C. B. Est. 1888
NEWS BRIEFS

Coastal cleanup at Crown Beach

The East Bay Regional Park District holds its 25th Annual California Coastal Cleanup at 14 locations in Alameda and Contra Costa counties from 8:30 a.m. to noon Saturday.

Volunteers ages 5 and older are invited to clean up Robert Crown Memorial State Beach in Alameda. They should meet on the beach side of Park Street and Shoreline Drive. The park district will provide gloves, trash bags and other supplies. Volunteer groups of more than 25 should register in advance by calling 510-544-2552 or 510-747-7529.

—Janet Levaux

14,000 gather to clean up coastline

Volunteers at the annual Los Angeles County event remove 150 tons of trash.

RUBEN VIVES

More than 14,000 volunteers — armed with disposable trash bags — gathered at Los Angeles County beaches, parks and creeks Saturday and removed 150 tons of trash during the region's annual cleanup day.

This year's haul marked a 65% increase from last year's total of 181,000 pounds of refuse, organizers said. In addition, the number of volunteers rose by 15% from last year.

"Volunteers removed a record amount of trash," said Karin Hall, executive director of Heal the Bay. "But the biggest benefit of the day is raising so much awareness about the everyday steps people can take to reduce marine-bound pollution throughout the year."

The event was part of the 25th Annual California Coastal Cleanup Day, organized by Heal the Bay, a nonprofit environmental group, in partnership with the California Coastal Commission and the L.A. County Department of Public

Works.

Volunteers spread out Saturday morning at 69 sites from Malibu to Long Beach. Wearing disposable gloves, they removed pounds of trash as they scoured their public areas.

The event was combined with a global effort to clean up coastal beaches. At least 127 countries participated.

Andy Wasif, a member of Yahoo's Green Team, showed up to assist with the cleanup near the Santa Monica Pier.

"You have to start somewhere," Wasif said. "If we start here, by cleaning and making it nice, then maybe others will take note, and they'll start to do the same."

Rene Oliva, 45, of West Covina said the cleanup offered a learning opportunity for his 5-year-old daughter, Angelina, who is not only a Daisy Girl Scout but is also learning about recycling.

At Santa Monica beach, where more than 600 worked, Bita Karr and P.J. Chu moved the sand around as they sat on it, picking out bottle caps, pieces of glass and cigarette butts. "We're actually finding more things this way," Karr said.

The pair said this was their first time at the cleanup operation.

"It's fun," said Karr, 26, of



STEFANO PAUTERA FOR THE TIMES

REWARDED WITH GREEN: Santa Monica High School student Megan Kilroy receives the HALO Award and \$20,000 from a TeenNick presenter for her environmental efforts, while participating with her classmates in the cleanup day.

Marina del Rey. "We're spending time together, and we're doing something good that doesn't include shopping. And we're at the beach."

At Santa Monica and Redondo beaches, dozens of scuba divers with the Eco Dive Center and Dive N' Surf scoured the ocean floor for trash.

In Redondo Beach, a diver uncovered what appeared to be a human skull wrapped in a cloth inside a black plastic bag. Local police were called shortly after 10:30 a.m., and authorities cordoned off the area to allow forensic investigators to study the find.

An hour later, they determined that it was artificial. But

during the hourlong investigation, the discovery sent shock waves through the volunteers.

"In years past, we found a bridal gown, bowling ball, handguns — all sorts of crazy items. But never anything close to a human remain," said Matthew King, a spokesman for Heal the Bay.

Cleanup organizers in Re-

dondo Beach said they were relieved when police told them that the skull was not real.

Among other odd items found on Saturday were a severed goat's head in Malibu Lagoon, a urinal along the Dominguez Channel and a fake mustache at Zuma Beach.

ruben.vives@latimes.com

Crescent City, CA
(Del Norte Co.)
Del Norte Triplicate
(Cir. 5xW. 8,200)

SEP 19 2009

Allen's P. C. B. Est. 1888

1,500 students help Calif. Coastal Cleanup

By Kelley Atherton

Triplicate staff writer

About 1,500 local students picked up thousands of pounds of trash on Friday as part of the 25th Annual California Coastal Cleanup Day.

The rest of the California coast will be cleaning up beaches today, but Del Norte County is the only county where schoolchildren help out, said Joe Gillespie, a seventh-grade life science teacher at Crescent Elk Middle School.

Part of the reason students at nearly every school in the county were picking up trash Friday, he said, is that it's a great community service project to start off the

school year.

Volunteers clean up California's beaches every September after the summer season. Last year, 70,000 volunteers picked up 1.6 million pounds of trash from California's beaches, according to the California Coastal Commission's Web site.

But there is also a lesson for students to learn, Gillespie said.

"It's more about the bigger picture," he said, "the effect of ocean debris on wildlife — not just mammals and birds — but all ocean wildlife."

Gillespie showed his students a video on the Great Pacific Garbage Patch about 100 miles

off the California coast, which motivated them to pick up trash.

"The kids were shocked by it," he said.

They learned that trash in the ocean gets eaten by wildlife, even tiny pieces of trash are consumed by plankton, which are then eaten by bigger animals. That means trash has infiltrated the food chain.

Gillespie's group picked up thousands of cigarette butts and pieces of fireworks off Anchor Way. Other schools found much larger pieces of trash — all of which went to the transfer station to be thrown away or recycled.

"The kids did a fantastic job," he said.

Salinas, CA
(Monterey Co.)
Californian
(Cir. 6xW. 23,602)

SEP 19 2009

Allen's P. C. B. Est. 1888

**CALIFORNIA COASTAL
CLEANUP: UPPER CARR LAKE,**
9 a.m. to noon, Upper Carr Lake,
East Laurel Drive, Salinas. Removing
invasive thistles, collecting
bulrush amid ongoing cleanup
efforts. Snacks, water and tools
provided. 831-582-3686.



The Daily Triplicate/Bryant Anderson
Crescent Elk student Tiffani Patrick collects trash along Anchor Way Friday morning. Patrick, along with about 1,500 of her fellow Del Norte County students, removed trash from local shores.



Clean sweep the shore

The morning of Saturday, Sept. 19, promises to be busy around Big Bear Lake. It's Shoreline Cleanup Day.

Volunteers are needed to serve as cleanup leaders for the 10th annual Big Bear Lake Shoreline Cleanup. Other volunteer opportunities include site coordinators and recruiters. Groups that typically volunteer include school clubs and organizations, corporate teams, service organizations, families, friends and boaters.

The Big Bear Lake Shoreline Cleanup event is from 9 a.m. to noon. Big Bear Lake Shoreline Cleanup Day is part of the California Coastal Cleanup Day sponsored by the California Coastal Commission and Whole Foods Market. California Coastal

Cleanup Day celebrates its 25th anniversary with more than 750 locations around the state participating.

"We want Coastal Cleanup Day to be an opportunity for every Californian to feel their connection to our coast, no matter where they may live," said Eben Schwartz, outreach manager for the California Coastal Commission. "By pushing the Cleanup into every corner of the state, we can clean up a lot of trash before it has a chance to reach our ocean, and in doing so, bind every Californian to one another through our collective stewardship."

Last year a record 532 volunteers removed 1,540 pounds of trash from the Big Bear Lake shoreline. Call Alan Sharp at 909-866-3218 to volunteer.

Fresno, CA
(Fresno Co.)
Fresno Bee
(Cir. D. 162,628)
(Cir. S. 191,361)

SEP 20 2009

Watsonville, CA
(Santa Cruz Co.)
Register-Pajaronian
(Cir. 6xW. 13,937)

SEP 19 2009

Allen's P. C. B. Est. 1888

Coastal Cleanup Day

The 25th annual California Coastal Cleanup Day meets from 9 a.m. to noon. There will be a total of 50 designated sites around Santa Cruz County, including rivers, creeks, sloughs and beaches. Cleanup sites around Watsonville are West Struve Slough at Pajaro Valley High School, Struve Slough behind Ramsay Park, Pajaro River at River Park, Sunset State Beach and Palm State Beach. Information: www.saveourshores.org/acc or call Emily Glanville at 462-5660, ext. 5.

Allen's P. C. B. Est. 1888

Tires main catch in river cleanup

58

By Mark Grossi
The Fresno Bee

Richard Sloan grabbed his camera and rushed to the banks of the San Joaquin River on Saturday morning as volunteer cleanup workers hauled tire No. 5,000 from a canoe.

That's right, 5,000 truck and car tires have been pulled out of this river — but not all on Saturday. The count dates back to March 2003 for RiverTree Volunteers, a Fresno-based nonprofit group devoted to river improvement.

"We'll fill a trailer [with] tires today," said Sloan, who heads up RiverTree.

At the start of the day, the six-year total was 4,990. The milestone tire was found by a cleanup army of more than 100 people.

The volunteers included students from Edison High School and California State University, Fresno.

RiverTree was cooperating Saturday in a large event sponsored by the Sierra Nevada Conservancy, which covers the entire 400-mile Sierra. The conservancy put on the Great Sierra River Cleanup, and the San Joaquin was one of the fea-



NEXT SUNDAY

Watch for The Bee's special section about restoration of the San Joaquin River. Stories, photos and maps will help you understand issues that swirl around the project, which begins Oct. 1 with the release of water from Friant Dam.

CLEANUP

Continued from A3

tured rivers.

About 3,000 volunteers in 22 counties covered 140 river miles of the Sierra Nevada and cleaned more than 40 river and creek sites from Lassen to Yosemite, according to a news release from the conservancy. They gathered more than 64 tons of trash and recyclables, according to the release.

Many first-time volunteers and students had no idea the San Joaquin River was littered with old tires.

"This is the first time we've been out to the river," said Fresno State student Katie Bradley, 20. "We're doing this as part of a class."

Sloan said many thousands of tires had been dumped in the river over

many years. But tires are not the only castoffs in the river.

"There are a couple of sunken motor boats and a refrigerator downstream," he said. "Over the years we've found car parts, tools, wallets and cameras."

Ali Engellenner, 51, of Fresno climbed out of her canoe, floated briefly in the river and reached down to pick up soft-drink cans. She held onto the side of the canoe, which was steadied by her 13-year-old grandchild, Marina Mendizabal.

"I'm pretty brave," Engellenner said. "But I got a little scared when it felt like something touched my foot."

On shore, Hank Delcore, 41, a Fresno State anthropology professor, lugged a tire up to a massive trailer. He continued to help empty canoes on a sweaty, buggy

morning. One canoe unloaded a heavy bucket seat from a vehicle.

Sitting in the shade, Delcore said he had followed river issues over many years, and he was aware that a vast restoration would begin Oct. 1.

That day, the U.S. Bureau of Reclamation will release the first restoration flows, which will wet downstream stretches that have been mostly dry for the last 60 years.

With no outlet to the Pacific Ocean, salmon went extinct in the river decades ago. But by late 2012, officials will reintroduce salmon runs.

Said Delcore, "I'm tickled about the restoration."

► The reporter can be reached at mgrossi@fresnobee.com or (559) 441-6316.

58

Pleasanton, CA
(Alameda Co.)
Tri-Valley Herald
(Cir. 5xW. 34,100)
(Cir. S. 35,600)

SEP 26 2003

Allen's P. C. B. Est. 1888



Coastal Cleanup Day

Divers Keith Klinko, above left, and Robin Ferguson resurface Saturday after collecting a bag full of trash from under the water at Shadow Cliffs Regional Recreation Area in Pleasanton. A group of 20 divers went underwater to clean up at the boat launch area as part of Coastal Cleanup Day. At right is a sample of what the divers found.

DAN ROSENSTRAUCH/STAFF PHOTOS

SEP 20 2009

Allen's P. C. B. Est. 1888



Chelsie Pigeon, 16, of Huntington Beach reaches over Marvin Ayala, 16, of Westminster to get her bag as they clean trash along a waterway in Seal Beach.

PHOTOS: KEN STEINHARDT, THE ORANGE COUNTY REGISTER

Volunteers clean up the coast

Thousands of people turn out to pick up trash at beaches and at inland creeks.

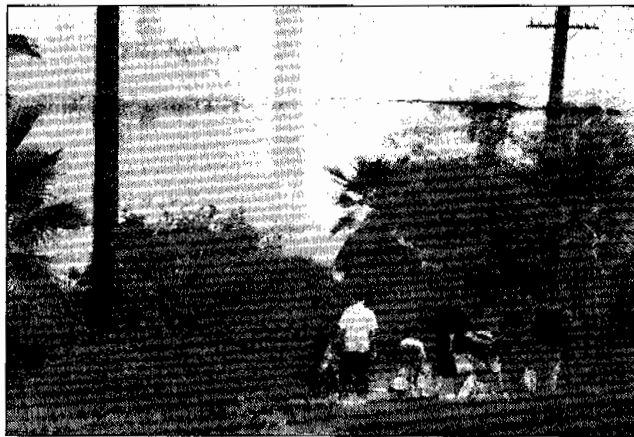
By DEEPA BHARATH
THE ORANGE COUNTY REGISTER

Nothing surprises Steve Masoner any more.

Masoner and his wife, Kim, who founded the Seal Beach group Save Our Beach, have pulled out couches, sofas, suitcases, Styrofoam cups and computers. One time, Steve Masoner found one-half a bowling ball.

"That's the weirdest one yet," he says with a laugh.

The Masoners organized three cleanup projects Saturday morning on what has been proclaimed Coastal Cleanup Day. More than 70,000 volunteers participated in cleanup projects along the California coast in 126 locations. About 126,000 pounds of trash are picked up every year on



Volunteers clean up a small nature reserve near an inner coastal waterway in Seal Beach.

Coastal Cleanup Day, Steve Masoner said.

Many groups also cleaned up creeks and channels inland, where a lot of household trash washes up.

Save Our Beach held cleanups at three locations in Long Beach and Seal Beach - Pacific Coast Highway and First Street; Ocean Avenue and First Street; and Marina Avenue at the San Gabriel River bed.

A shuttle ferried about 1,500 volunteers between the three locations Satur-

day. Volunteers showed up from all over California to help with the cleanup operations.

Patti Wojnarowski, a Boeing employee, said this is her fourth year volunteering.

"We get more people every year, which is nice," she said. "But unfortunately, we also get as much garbage. It's our responsibility to take care of our environment, and that's why we're all here."

Air Force Sgt. David Spratley, who brought a

team of students from the Junior ROTC program at Norco High School, said his group picked up a lot of trash Saturday morning - from plastic bags to dead birds.

"We need to teach our kids to take care of the world they live in," he said. "If they don't take care of it, it won't take care of them."

The county, along with La Palma, Buena Park and Fullerton, organized an inner-coastal cleanup operation at Fullerton Creek in Buena Park. About 100 volunteers picked up close to 1,520 pounds of trash there Saturday.

Jennifer Weiland, with the county's public works department, said the inner-coastal cleanup is important because it prevents all the garbage inland from going into the ocean.

Register staff writer
Niyaz Pirani contributed to
this story.

CONTACT THE WRITER:
949-553-2903 or
dbharath@ocregister.com

Torrance, CA
(Los Angeles Co.)
Daily Breeze
(Cir. D. 82,755)
(Cir. S. 85,749)

SEP 20 2009

Allen's P. C. B. Est. 1888



Sean Miller Staff Photographer

Jacob Moon, left, and Jonny Collazo collect trash along the shore at Torrance Beach as they participate in the annual California Coastal Cleanup project sponsored by Heal the Bay, which brought out a record 14,038 volunteers.

Head-turning crowd cleans coast

By Josh Grossberg Staff Writer

Guns, washing machines, toilets — they've found some unusual things over the 25 years volunteers have gone searching for garbage in the ocean during the annual California Coastal Cleanup.

But the human skull that turned up Saturday in the waters off the Redondo Beach pier was about as strange as anybody could remember.

True, the head turned out to be made of plastic, but that didn't stop the police from cordoning off the area and treating it as a serious crime scene.

Police were called to the pier shortly after 10:30 a.m. when divers pulled a heavy bag out of the ocean. The lifelike skull was inside.

"The police came down and brought a forensics team," said Matthew King, a spokesman for Heal the Bay, the group that sponsored the event. "We're used to picking up Styrofoam and cigarettes. We thought we were in an episode of CSI."

But police figured out it was a fake within an hour.

"It was a toy," Redondo Beach police Sgt. Peter Grimm said. "We have no idea who put it in the water."

Things may not have been as exciting elsewhere, but the event was a huge success. A record 14,038 people volunteered to clean beaches, parks, alleys, creeks and storm drains, King said.



A surfer catches a wave at Torrance Beach while volunteers worked at the coastal cleanup, which officials hope will raise awareness about littering.

And, they removed some 300,413 pounds of debris, a 65 percent increase over last year's total.

Volunteers have removed 1.17 million pounds of trash since 1990. Cigarette butts and foam container fragments continue to be the most frequently found items at cleanup days.

Sites covered the entire county. Scuba teams canvassed the Redondo Beach pier, while a flotilla of kayakers removed trash from Marina del Rey.

The cleanup seeks to not only reduce the amount of trash that accumulates along the shore, but raise awareness about littering and dumping in natural areas.

The worldwide event draws thousands of volunteers, even though most of the more interesting items — skulls notwithstanding — were carted away in the early years.

Urban runoff from more than 200 storm drains flowing to Santa Monica and San Pedro bays causes the vast majority of local ocean pollution. By removing tons of debris from beaches and inland neighborhoods, cleanup participants enhance quality of life, protect marine animals and bolster the regional economy, organizers said.

josh.grossberg@dailybreeze.com

SEP 20 2009

Allen's P. C. B. Est. 1888

BEACHCOMBING FOR TRASH

Volunteers spend the day in Long Beach at eight shoreline locales for the 25th Annual Coastal Cleanup

By Joe Segura Staff Writer

LONG BEACH — Volunteers combed city beaches and recreational water sites for trash Saturday as part of the 25th Annual California Coastal Cleanup Day.

For the most part, the turnout of volunteers exceeded last year's numbers.

"It was excellent!" said Erin Kellogg, Long Beach site coordinator.

However, she had to collect the figures from the various site captains before knowing the final tally Saturday.

Last year, there were about 1,700 volunteers who collected about 5,500 pounds of trash at seven locations, organizers recalled.

The bulk of the cleanup work was between 9 a.m. and noon at eight locations: Alamitos Beach, Belmont Plaza Pool, Bluff Park, Colorado Lagoon, Granada Beach, Mother's Beach, Golden Shore Marine Biological Reserve and Pier Point Landing.

There were about 600 volunteers at Belmont Plaza Pool, an increase of at least 100, Kellogg said.

The turnout at Bluff Park hit the 250 mark, said site captain Melissa Keyes, adding that was an increase of nearly 80 volunteers.

However, the turnout at Colorado Lagoon appeared to be an exception with a lower number of volunteers, in comparison with prior years. Nonetheless, organizers seemed pleased with the turnout of about 35 people.

They not only collected trash but also planted native salt grass at the lagoon, according to Andrienne Bosler, of the Friends of the Colorado Lagoon.

At Los Cerritos Wetlands, there also was a new stewardship program that involved a marsh cleanup and an electronics-recycling program in Naples.

Both were not part of the Coastal Cleanup Day this year, but could be considered as possible candidates for next year's effort, according to Kellogg.

At Los Cerritos Wetlands, the stewardship program was an extension of prior marsh cleanup efforts that had involved a "bunch of wetlands friends," just south of Second Street across from the Department of Water and Power plant, according to organizer Eric Zahn.

Plastic trash bags and gloves and refreshments were provided at the eight sites.

Organizers encouraged volunteers to wear comfortable shoes — advice that was not ignored.

Many students — some who had been bused to the Belmont Plaza Pool site — earned community credits.



Siblings Elle Simon, left, 8, Remi, 6, and friend Hailey Moore, 8, use spray bottles to represent rain washing debris down a rural or urban landscape at a Long Beach city booth on stormwater Saturday.



Nicole Mallory, above, picks up refuse from Belmont Shore Beach in Long Beach as she and son Nico, 12, spend time together Saturday on the 25th Annual California Coastal Cleanup Day. Christian Arteaga, 12, at left, shows a soda ring he found.

Diandra Jay
Staff Photographer

SEP 20 2009

Allen's P. C. B. Est. 1888



Sacramento Calderon and sons Omar, front, and Oscar pick up trash along the San Lorenzo River on Saturday as part of the annual Coastal Cleanup Day. Organizers said roughly 3,800 volunteers picked up more than 9,000 pounds of trash.

3,800 TURN OUT TO SCOUR COUNTY BEACHES, RIVERS

About 9,000 pounds of trash hauled away,
plus 3,900 pounds of debris that will be recycled

By ALIA WILSON
awilson@santacruzsentinel.com

SANTA CRUZ — Volunteers made the 25th annual Coastal Cleanup on Saturday the largest local cleanup ever with about 3,800 volunteers hauling more than 9,000 pounds of trash and 3,900 pounds of recyclables from beaches and waterways, organizers said.

Save Our Shores picked 50 cleanup sites throughout the county including beaches, rivers and sloughs, and kayak and scuba sites.

"We knew going into this

cleanup that we needed more volunteers at our river sites," program coordinator Emily Glanville said Saturday.

"Thanks to so many dedicated community members, we were able to remove a tremendous amount of debris from our local waterways. Everything from bed frames, dishwashers, toilet bowls, paint cans, large numbers of syringe needles and more."

Last year's event drew 3,015 volunteers.

"Trash is one of the most significant threats to our oceans, Glanville said. Each year more



Ray Wallingford lends a hand along the San Lorenzo River on Saturday.

than 1 million seabirds, 100,000

SEE CLEANUP ON B12

'I feel like this river is a treasure for the city and I'm saddened by its condition. It's contaminated with garbage.'

MELODY RANDEL, cleanup volunteer

CLEANUP

Continued from B1

marine mammals, and countless fish die from ingesting or becoming entangled in marine debris, specifically plastic, according to event organizers.

About 40 volunteers swept the lower stretches of the San Lorenzo River from 9 a.m. to noon, picking up bicycle parts, glass bottles and wooden

planks.

Melody Randel, a counselor and teacher at a Pajaro Middle School, chose to volunteer at the Santa Cruz river because she said she often walks her dog along the levee and wants to protect the Monterey Bay National Sanctuary by focusing cleanup efforts along local creeks and rivers.

"This is where it all starts. I feel like this river is a treasure for the city and I'm saddened by its condition. It's

contaminated with garbage," Randel said. "What's ironic is it is just 150 yards from the Pacific Mall, where we welcome tourists. This could be a part of that. It could be something people enjoy, but there is a lot of hazardous waste out here that is a danger to the community if we don't clean it up."

Randel pointed out several needle packages and two bags filled with empty glass bottles. Plastic bags and tattered

blankets were strewn across an island in the middle of the river.

"A lot could happen if there could be more volunteer efforts once a month to do a river cleanup, where we do planting and work with nearby businesses to get support for benches," Randel said. "I see a lot of potential and possibilities. We need the community to fall in love with this river and give it the attention, adoration and nurturing that we

give to that with which we fall in love."

Sierra Club hike leader and Santa Cruz resident Tina Mazzei said she considers the river her backyard and jogs on the levee path frequently.

"You can take this path all the way down to the beach and to Pogonip," Mazzei said. "It's disconcerting as a citizen to see so much garbage. It all flows into the ocean eventually, especially once winter comes and we get some

big rainstorms."

Cleanup site manager Steve Johnson of the Santa Cruz County Cycling Club made five trips in his truck hauling bags of garbage to Water Street, where it was to be picked up by sanitation trucks.

"We had a lot of good volunteers that came out," Johnson said. "We started our day with cool weather and the sun came out just in time for us to finish by the end. It was perfect."

Tidying up the waterfront

Missing a Mr. T Pez dispenser? Volunteers haul tons of trash

San Francisco, CA
(San Francisco Co.)
Sunday Chronicle
(Cir. S. 5,592,492)
(Cir. S. 156,163)

SEP 20 2009

Allen's P. C. B. Est. 1888



Photos by Kat Wade / Special to The Chronicle

Brittany Brandon, 16, a volunteer with Literacy of Environmental Justice, helps clean up Candlestick Park.

By Kelly Zito

CHRONICLE STAFF WRITER

From a house-size bush just behind Candlestick Park, a metal arm with plastic claws poked out, holding a dirty brown Miller Lite bottle. Inside the bush, and at the other end of the "easy grabber," was Jane Oliver.

After stepping out and dropping the bottle into a green canvas Whole Foods bag, Oliver wiped her freckled face and paused her trash gathering to look at the discarded straws, cigarette butts, diaper, hunks of drywall and beer bottles she had collected.

"It's really sad," said Oliver, 26, a publicist at a small San Francisco record label who on Saturday joined hundreds of volunteers to clean up trash at the Candlestick Point State Recreation Area. "There's just so much, and it's so daunting. It really makes you angry."

On an uncharacteristically hot, still morning
Cleanup continues on C3



Kim Fisher and her daughter, Anja Scheidenhelm, 8, collect trash at Candlestick Point State Recreation Area.



Kat Wade / Special to The Chronicle

Maneesh Jain disposes of the trash he and daughter Serina Jain, 3, found at Candlestick Point.

Volunteers haul tons of trash from Bay Area's shorelines

Cleanup from page C1

around the Bay Area, thousands of volunteers slathered on sunscreen and donned plastic gloves to gather trash along the region's shorelines as part of the 25th Annual Coastal Cleanup Day.

Last year, volunteers picked up 184 tons of waste in the Bay Area and about 1.6 million pounds California-wide during the one-day event. Preliminary estimates from about half of the pick-up sites Saturday showed more than 800,000 pounds of trash collected statewide. Early results for the Bay Area showed more than 220,000 pounds — or about 110 tons — collected.

Organizers believed the final tally will exceed last year's totals.

By Saturday afternoon, it seemed to be headed in that direction, judging by the activity at several spots around the bay. At Coyote Creek in Milpitas, volunteers dragged items like shopping carts, hubcaps, political signs, metal chairs and shingles from the shoreline.

Across the water, at the

"The area we're working on has a lot of driftwood — I think light, floaty things end up here."

*Laura Wainer
volunteer trash collector*

Eden Landing Ecological Reserve in Hayward, volunteers packed two 20-yard Dumpsters with about 50 car tires along with fire extinguishers, buoys, shoes, syringes and thousands of tennis balls, basketballs and volleyballs — balls of all kinds.

"The area we're working on has a lot of driftwood — I think light, floaty things end up here," said Laura Wainer.

Among the strangest finds at Eden Landing: a wakeboard with the owner's name and number on it and a Mr. T Pez dispenser.

The volunteers who converged at the Candlestick Point Recreation Area just behind the 49ers football stadium faced mostly "microtrash," tiny bits of plastic, glass, metal

and paper strewn across the park's rocks and beaches.

Lora Blum of San Francisco brought her 5-year-old son Joe as part of a larger group of kindergartners and first-graders from the San Francisco School.

"He really wanted to come," Blum said, "because his school is really good about teaching them about keeping the planet clean and making it a better place."

By noon many of the volunteers — big and little — were tired and thirsty. They sought out shade, a cool drink and snacks.

In the background, the shoreline looked good — no plastic bags stuck in the rocks, no glass glinting in the sun.

Darcie Goodman-Collins, a staffer with environmental advocate Save the Bay, was happy with the volunteers' efforts. But it seems there's always more trash.

"It will be interesting to see how much trash will collect here again — there's a football game tomorrow," she said.

*E-mail Kelly Zito at
kzito@sfbchronicle.com.*

Results for California Coastal Clean Up Day

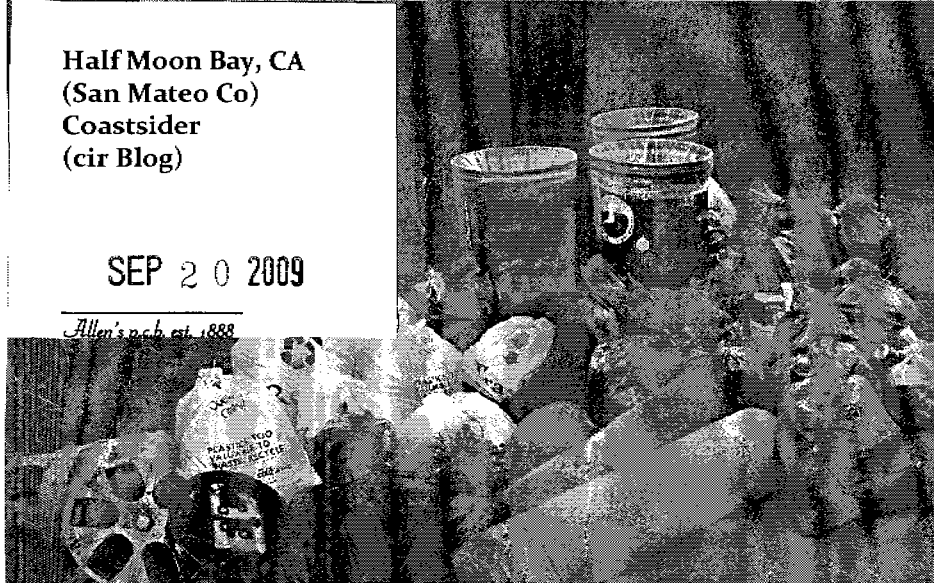
Letter posted by Kevin Stokes on Sep 20, 2009 at 08:32 am in
1 comments • Click to email this story • Print •



Half Moon Bay, CA
(San Mateo Co)
Coastsider
(cir Blog)

SEP 20 2009

Allen's pch est. 1888



Magazine. We had people travel from far and wide including one couple who drove from Reno and another man from Palo Alto.

So far with just 65% of the cleanup sites results in, the statewide count stands at 66,550 volunteers, which should approach the event goal of 70,000 volunteers. Those volunteers picked up 819,394 pounds of trash and an additional 89,899 pounds of recyclable materials, for a total of 909,294 pounds. As occurs every year, some unusual items were found throughout California. The Winners of the 2009 Most Unusual Item contest are: Coastal California: A volunteer in Marin found 10 single shoes, none of which matched. Inland California: A volunteer along a creek in Yolo County found a grand piano! At Montara Beach a dead seal was found with what appeared to be a gunshot wound to the head, very disturbing.

The Coastal Commission expects to exceed 1,000,000 pounds of trash when all the totals are in. Here is a short list of the most common items found at Montara Beach and Grey Whale Cove: 78 Plastic bottles, 108 Glass bottles, 102 Soda cans, 99 Bottle caps, 24 shoes, 14 Condoms, 96 Plastic straws, 300 nails, +1000 Styrofoam pieces, 295 Plastic knives/forks/spoons and +1500 cigarette butts (too many to collect).

Past Coastal Cleanup Day data tell us that most (between 60-80 percent) of the debris on our beaches and shorelines comes from inland sources, traveling through storm drains or creeks out to the beaches and ocean. Rain—or even something as simple as hosing down a sidewalk—can wash cigarette butts, bits of styrofoam, pesticides, and oil into the storm drains and out to the ocean. The California Coastal Commission is asking all Californians to take responsibility for making sure trash goes where it belongs—securely in a trashcan, recycling bin, or a hazardous waste dump when appropriate.

Comments

Comment 1 by Raina Schally on Sep 21 at 5:55pm • All my comments •

Wow, that's a lot of trash. A big thanks to all of you for making Montara beach a cleaner place!

I would like to thank each and every volunteer that gave up their Saturday morning to come and help clean our coastline for the 25th California Coastal Clean Up day. Over 50 volunteers turned up at Montara State Beach to help out, including a large enthusiastic crowd from Sunset

Campus club pitches in for environment

BY GREG LEHMAN AND JONATHAN MONTGOMERY

Daily Titan Staff Writers
features@dailytitan.com

The California Coastal Cleanup Day celebrated its 25th anniversary on Sept. 19-20.

Volunteers turned out on beaches, lakes, watersheds, and rivers to help preserve the natural beauty of California's coastline.

Director of Education for the California Coastal Commission, Chris Parry, said the Coastal Cleanup in 2009 would focus more on inland bodies of water as they suffer from pollution just as much as the beaches.

"We've really been striving to move the cleanup inland to the inland waterways and watersheds," Parry said. "So more and more counties every year are participating on creeks and lakes and rivers. So it's become truly a statewide event these past few years, and this year we've extended it yet in several more counties inland."

Angeline Santiago, volunteer services coordinator for Orange County parks and co-coordinator for Coastal Cleanup Day in Orange County, said that in 2009, "We wanted to break 11,000 volunteers in Orange County. Last year we had (from) 10,400 (to) 10,600."

The event does not come without difficulties. "It's always difficult with volunteer recruitment," said Santiago. "It's easier if it's a one-day, especially if it's a half-day event, and it's easier because everybody ... in the community is really pushing environmental awareness nowadays."

Santiago had high hopes for the good that would come from all the organization and planning that went into the cleanup. "It really is going to be an amazing experience," she said, "personally, as well as for Orange County as a whole. I'm just really excited to see it all come together."

In Fullerton, the event came to Craig Park where 75 people gathered to help clean.

Around 9 a.m., people started showing up at the park near the dam, congregating on benches underneath a blue tent. A box of doughnuts, water and waivers were consumed and filled out, respectively.

Park Ranger Christopher Lorenzi coordinated the cleanup at Craig Park. Lorenzi explained that Coastal Cleanup has changed to now include locations such as Craig Park despite the fact that it is located away from the coast.

"Even though we're inland, we're close enough," said Lorenzi.

Lorenzi said that at the end of the day the trash collected would end up being part of a countrywide "compe-



Fullerton, CA
(Orange Co)
Daily Titan
(CSU Fullerton)
(cir D)

SEP 21 2009

Allen's p.c.h. est. 1888

BY SHRUTI PATEL/Daily Titan Photo Editor

Society for Advancement of Management President Roland Bassily retrieves a baseball from the lake at Craig Park in Brea on Saturday, Sept. 19, while participating in the California Coastal Cleanup. Bassily, along with seven other club members, found three baseballs on top of the 20 pounds of trash they picked up at the park.

tion." Whoever gets the most trash wins.

"We've won every year," said Lorenzi. "I don't know if that's good; I don't know if that's bad. I'll let you guys be the judge of that."

Along with local residents and students from different high schools, a number of Cal State Fullerton students also attended.

The majority of CSUF students came from the campus' business club, Society for Advancement of Management, or SAM.

"All right guys, everybody ready to go?" asked Lorenzi around 9:20 a.m. Each person suited up, grabbed a few trash bags and gloves, and prepared to start their few hours of environmental service.

The groups were split up into three smaller parties: those who wanted to

go short, medium, and longer distances.

Roland Bassily, an operations management major and president of SAM, said the club tries to do as much community service as possible.

SAM is designed to enable the success of students in the future, said Bassily. Through working with their community, Bassily said each member is able to develop key personal and team building skills, giving them the edge over other students in the business field.

Cleaning up Craig Park is, Bassily said, "another thing to show we're not just limited to business."

Rockey Bustamante, a sophomore majoring in business management and event planner for SAM, said he told his club about Coastal Cleanup Day as a way to help out and give back to the community.

"(There is) more to life than just doing business," said Bustamante. For the current year, he said he aims to "create events that will benefit

the students and the campus as a whole."

The cleanup groups could be seen from all over the park. Each group acted as a collective unit, contributing to overall environment beautification.

Lorenzi said a local event such as the Craig Park cleanup was just as important as the cleanups at the beach.

"(It) gets a lot of stuff people don't quite pay attention to," said Lorenzi. He added that there is, "always volunteer work to be done."

While the Coastal Cleanup is held once a year, a large part of the event is targeted at informing people on how they can change the way they live to create a better environment year-round, according to Parry and Santiago.

"The biggest challenge is not so much the organization of the event," said Parry. "It's the problem in itself, the marine debris problem. We clean the beach on this one day every year, which was fantastic. We get great re-

sponse from the media; we have great turnout from volunteers. Everyone's so excited, and the beaches are pristine on Coastal Cleanup Day. And then the next day they're dirty again. That's a little bit discouraging."

"It's the educational message that we're trying to get out," Parry said, "that people need to not litter and be stewards for our coasts and to really take care of them. The challenge is getting them at the job and getting people to change behaviors."

Education on changing current habits is a crucial part of the Cleanup. "It's the 25th anniversary so we really did want to push for environmental awareness in Orange County," Santiago said. "(We want to educate people) on how they can, on an everyday basis, clean up not just their homes but their parks and their neighborhoods. We're just trying to let everybody know that Orange County parks and their state parks and the beaches are out there and they are really hidden treasures, so that's what we wanted to push."



BY SHRUTI PATEL/Daily Titan Photo Editor

Cal State Fullerton club SAM brought in 20 pounds of trash during the California Coastal Cleanup, a day in which cleanups are held on beaches, wetlands and parks all over the state.

SEP 21 2008

Allen's P. C. B. Est. 1888

"You get hands-on experience you wouldn't get from sitting in a lecture."

—Hannah Frick,
Senior Political Science Major



Volunteers unload pieces of a wrecked boat from a canoe on the San Joaquin River. This boat was one of many things removed from the river.

Students join river cleanup

By Jakob Smith
The Collegian



Chuck Kroeger, a RiverTree volunteer, used a saw to disassemble the second of two boats found abandoned in the San Joaquin River.

A flatbed truck approached the RiverTree Volunteers' cleanup site, just steps away from the San Joaquin River. It was filled with tractor tires, wood scraps, debris and more than a dozen large plastic bags filled with every kind of trash imaginable. And this was just one truckload.

"This all came from just the tops of the bluffs," said Jana Leiran, fish and wildlife interpreter with the California Department of Fish and Game.

She and three of her colleagues were among the 113 volunteers who teamed up with RiverTree Volunteers on Saturday to participate in the California Coastal Cleanup Day. According to Leiran, this particular truckload of trash was picked up by approximately 42 students from Edison High School, who were also volunteering on Saturday.

Driving the truck was Mark Somma, political science professor at California State University, Fresno. Forty Fresno State students from Somma's environmental service learning class, Political Science 157, spent time working at the cleanup site over the weekend.

"We'll do five or six of these [cleanups] this semester, along with other projects," Somma said.

Trash is nothing new for the director of RiverTree Volunteers Richard Sloan. He has seen more litter in the San Joaquin River than most people could imagine.

One year, he said they saved all the flip-flops and sandals they found. They filled four large trash bags.

"It's amazing how many shoes we find," Sloan said.

According to Sloan, there is no telling what objects might be discovered in the river.

"We find stolen cars all the time," Sloan said.

On one occasion several years ago, Sloan recalled finding 22 bags of marijuana floating down the river, weighing between six and seven pounds each. Sloan says the origin

See RIVER, Page 6

RIVER: Tires are most common find

CONTINUED from page 1

of the drugs is still a mystery.

But of all trash, the most commonly found items in the river are tires.

a fee to dispose of their old tires. So instead of paying for something that they no longer have any use for, they just dump them.

He said that a deposit should

site, volunteers spent the earlier parts of the day disassembling and removing two boats that had been stuck in the river for more than a year, according to Sloan.

Standing next to a pile of trash including vacuums, a baby stroller, a car bumper and a road cone was James Cobern, a freshman political science major who is also part of Somma's class.

Cobern, who spent the majority of his morning hauling tractor tires from the river, said that the class is a good opportunity to accomplish something positive.

"Instead of books and tests, you're actually getting out and doing something," Cobern said.

Somma said it takes the support of the entire community to put on events like this one.

Several local and chain businesses donated food, water, and equipment to the cause.

The large Dumpsters they used were paid for by a \$3000 IRA grant from Fresno State's Associated Students, Inc.

Back at the main site, Hannah Frick, a senior political science major who is also part of Somma's class, surveyed the Dumpsters full of trash and tires. Her most interesting find of the day was a 5-foot-tall metal safe.

Frick also said that this class provided students with a unique opportunity.

"You get hands-on experience you wouldn't get from sitting in a lecture," Frick said.



Jakob Smith / The Collegian

Jana Leiran (right) helps another volunteer unload trash at the dump site.

According to Sloan, RiverTree reached a milestone on Saturday. They removed their 5000th tire from the San Joaquin River and its banks since the organization was founded on March 10, 2003. These tires have ranged in size, from average car tires to tractor tires weighing hundreds of pounds each.

This weekend alone, Sloan expected that four tons of tires would be removed. He blames bad disposal policy for the massive amount of tires that are polluting the river.

The problem, Sloan said, is that people are charged

be required when purchasing tires, like the deposits made on soda cans and bottles, that would be refunded to people when they properly disposed of their used tires.

"If people were getting deposits back, there's no way they would be dumping them," Sloan said. "As of now, you've got to pay to buy [the tires] and pay to get rid of them."

Along with the other trash, most of the tires are removed from the river and transported back to the shore by canoe.

At another spot, approximately a mile from the main

Grass Valley, CA
(Nevada Co.)
Union
(Cir. 6xW. 15,600)

SEP 22 2009

Allen's P. C. B. Est. 1888

Record turnout for river cleanup



THE UNION STAFF

Nearly 700 people turned out for the South Yuba River Citizens League annual clean-up of area watersheds.

Participants ranged from 2 to 87 years old, and they pulled 9,000 pounds of trash from 33 sites along the Bear and South Yuba (from Donner Summit to Parks Bar) rivers and from along Wolf and Deer creeks.

Of the trash collected, 3,000 pounds could be recycled, event coordinator Miriam Limov said.

Among the most unusual items the volunteers found were a helicopter rescue basket, the door from a Volkswagen Bug, a picnic table, a water heater, stoves, a refrigerator, a burned guitar and a tiki torch, Limov said.



ABOVE: Volunteers Hannah and Elijah Wade, of Lincoln, take a break from picking up trash during the annual cleanup hosted by the South Yuba River Citizens League on Saturday. Hannah found a pair of goggles that fit her.

LEFT: A volunteer rolls a 7-foot-tall water heater out of the South Yuba River.

Submitted photo by Bob Lickner

San Andreas, CA
(Calaveras Co.)
Calaveras Enterprise
(Cir. 2xW. 5,200)

SEP 22 2009

Allen's P. C. B. Est. 1888

Takin' out the trash



Enterprise photo by Claudette Langley

Kyle "Bogey" Bracken, 6, lone, looks high and low for trash that might be lurking at the shoreline of the Mokelumne River, while mom Amy Holdan covers a lot of ground during the Great Sierra River Cleanup 2009. The duo showed up at the Mokelumne River Day Use Area cleanup site. Volunteers armed with trash bags, rubber gloves and trash pickers also hit spots at Middle Bar, Electra Road and the North Fork of the Mokelumne River on Highway 26. Calaveras County volunteers joined more than 66,500 volunteers who cleaned up coastal areas throughout the state Saturday. Those manning the sites during the 25th annual California Coastal Cleanup picked up 819,394 pounds of trash and an additional 89,899 pounds of recyclable materials.

Vacaville, CA
(Solano Co.)
Reporter
(Cir. D. 19,500)
(Cir. S. 20,800)

SEP 22 2009

Allen's P. C. B. Est. 1888

Cleanup leaves volunteer angry

I am 15 years old and Saturday was my first year participating in the Coastal Cleanup. My family was my team and we were assigned a little stretch of land at Centennial Park to clean up. It bordered Browns Valley Parkway and was about 200 yards long and 50 yards deep. I was not expecting to leave at the end of the day so angry.

We picked up more than 400 used cigarettes. We had to keep count and the majority of the garbage we found was cigarettes butts. They were everywhere. How is this OK?

I came home and did a little research and found that cigarettes butts are the most common form of trash and litter. I learned that cigarettes butts are made of polymer cellulose acetate and that they leak toxic chemicals into the water and soil through the years it takes them to decompose.

Many cigarettes butts are carried by wind and rain into our storm drains and out to sea, where marine animals and birds can eat them. This causes digestive blockage and ingestion of toxic chemicals.

If all this isn't enough, there is also the threat of fire. The National Protection Agency estimates upward of 90,000 fires are started each year in the United States by cigarettes. At a time when California is in a drought, how can anyone throw their cigarettes out their car window?

California Vehicle Code 23111 makes it illegal to throw cigarettes, lit or unlit, out of the car window, but I do not believe the fine is enough. My dad once got a \$400 ticket for running a red light in San Francisco, and the fine for throwing a cigarette butt can be as low as \$100. Maybe people won't stop littering for \$100, but if the fine was \$1,500 plus community service, such as picking up cigarettes butts, they might think twice.

Something needs to be done. We have a real problem right here in Vacaville.

Haley Wooning
Vacaville

Pleasanton, CA
(Alameda Co.)
Valley Times
(Cir. D. 42,429)

SEP 23 2009

Allen's P. C. B. Est. 1888



DAN ROSENSTRAUCH/STAFF PHOTOS

IMMERSED IN COAST CLEANUP

Divers Keith Klinko, back, and Robin Ferguson exit the water after collecting a bag full of trash Saturday at Shadow Cliffs Regional Recreation Area in Pleasanton. A group of 20 divers scoured the boat launch area as part of Coastal Cleanup Day. A portion of the garbage, right, recovered during the cleanup is displayed.



SEP 24 2009

Allen's P.C.B. Est. 1888

PAGE 8 THE ARGONAUT SEPTEMBER 24, 2009

Volunteers pick up record amount of trash on Coastal Cleanup Day

BY VINCE ECHAVARIA 58

A record number of volunteers scoured beaches, creeks, parks and streets around Los Angeles County to collect a record amount of trash during a regional clean-up effort Saturday, September 19th.

Prepared to get their hands dirty for the sake of the environment on the annual Coastal Cleanup Day, the volunteers grabbed their garbage bags and searched wherever they could to find where a piece of trash may be hiding. And find trash they most certainly did.

The 14,038 participants at 69 sites across the county, from Santa Monica to Dockweiler State Beach in Playa del Rey and Tujunga to Long Beach, picked up a record 150 tons of trash from regional watersheds during the three-hour effort, according to the environmental organization Heal the Bay.

Coastal Cleanup Day was organized in the county by Santa Monica-based Heal the Bay, in partnership with the county Department of Public Works and California Coastal Commission. The regional effort was part of a global volunteer day involving 127 countries in support of cleaning the environment, according to Heal the Bay.

Event organizers were pleased with the new records that were set after having some concerns that the clean-up falling on the week-end of the Jewish New Year, Rosh Hashanah, could impact participation. The number of volunteers jumped nearly 15 percent from last year, while the amount of debris and recyclables collected rose by 65 percent.

"We were pleasantly surprised to see that we broke all of the records," said Matthew King, Heal the Bay spokesman. "It seems that people are now more aware of

what's going on in the environment and are more pre-disposed to help out. This day gives them a tangible, hands-on way of doing their part."

Heal the Bay attributed the increased haul of trash to coordinated efforts with public works agencies to remove heavy and bulky items from more urbanized sites and debris-filled waterways. The organization credits the rise in participants to improved outreach by media agencies in inland areas and more people willing to get involved.

While the record tons of trash cleared is significant, the clean-up day is mainly aimed at educating



SANTA MONICA HIGH SCHOOL STUDENTS involved with Team Marine were among the groups of volunteers who collected 830 pounds of trash at five Santa Monica beach sites during Coastal Cleanup Day. The regional effort experienced a record number of volunteers.

(Photo courtesy of Team Marine)

people about where the trash is coming from and how to prevent it from entering the waterways, King noted.

"It's absolutely fantastic that we removed so many tons of trash out of the watersheds, but the biggest thing going on is education. The power of the day is education," King said.

A vast majority of local ocean pollution is the result of urban runoff from storm drains flowing into the bay, according to Heal the Bay. Removing the debris from beaches and inland communities can help enhance the public's quality of life and protect marine mammals, the agency says.

Communities around Santa Monica Bay were among those that there were well represented with helpers. Dockweiler Beach led the way with 732 volunteers and 2,750 pounds of trash collected, while the Toes Beach area of Playa del Rey had 498 volunteers and 796 pounds of trash and three beach sites in Venice had 412 volunteers and 308 pounds of trash.

The Santa Monica search area was divided into five beach sites, where 1,600 helpers gathered 830 pounds of trash. Among those groups involved was Santa Monica High School's Team Marine, which also held a "Ban the Bag" march September 18th to raise

awareness about the environmental and health effects of single-use plastic bags and bottles.

More than 50 Santa Monica High students joined in the coastal clean-up event, where Team Marine captain Megan Kilroy was recognized by Nickelodeon for her leadership. Team Marine advisor Benjamin Kay said.

"Her success is owed to her contagious enthusiasm to save the planet and her very friendly and modest nature," Kay said of Kilroy.

The Friends of Ballona Wetlands helped lead a clean-up with over 200 participants at the wetlands. Those involved cleaned up about 400 pounds of trash near the Ballona Creek, removed ice plant and non-native grasses from dunes, picked up palm fronds and removed non-native bushes.

"Volunteers came away feeling tired but satisfied that they helped make the Ballona Wetlands and Santa Monica Bay a cleaner, better place. Their involvement was personal and real." Friends of Ballona co-executive director Lisa Fimiani said.

At Westminster Park in Venice,

(continued on page 12)

30 volunteers, many from the community, picked up 164 pounds of trash, such as Styrofoam pieces, paper, cardboard pieces, bottle caps, and plastic wrappers, volunteer Terumi Toyoshima said. Cigarette butts and Styrofoam pieces are the most frequently found items at cleanups, Heal the Bay says. Among the most unusual discoveries this year was a dead sea lion at Ballona Creek, the agency said.

King said Heal the Bay is encouraged to see strong representation by members of the local communities.

"It's really gratifying to see people continue to turn out in our home base," he said. "Those are huge numbers for us and it's gratifying to see them lead the way."

Heal the Bay expects the annual clean-up to continue to grow but welcomes the spirit of participation at other volunteer events planned throughout the year, King said.

San Leandro Times

AN INDEPENDENT HOMETOWN NEWSPAPER SERVING SAN LEANDRO, ASHLAND, SAN LORENZO AND SHEFFIELD VILLAGE

VOL. 19 • NO. 38

THURSDAY, SEPTEMBER 24, 2009

SAN LEANDRO • CALIFORNIA



PHOTO BY JIM KNOWLES

Kristina Seher and seventh grader Sasha Durst pitched in on Saturday to clean up the San Leandro shoreline.

The Coast Is Clear... At Least for Now

By Jim Knowles
San Leandro Times

Cleaning up litter on the beach is like swimming against the tide, a never-ending battle against the forces of the crazy consumer culture that keeps cranking out the clutter.

But that doesn't stop the determined.

People fanned out along San Leandro's shoreline on Saturday and got their toes wet as part of the 25th annual Coastal Cleanup Day. The volunteers spent the morning collecting debris that was later hauled away in City of San Leandro pickup trucks.

Zarinah Shabazz and her daughter, Taahira, found old shoes, plastic bags,

and a limb from an artificial Christmas tree on the shore alongside the Monarch Bay Golf Course.

Statewide, the volunteers picked up over a million pounds of junk along the shores. Some of the junk is left by beachgoers, and some washes up.

see *SHORELINE*, page 2



PHOTO BY JIM KNOWLES

Zarinah Shabazz and her daughter, Taahira, picked up a lot of litter on the San Leandro shoreline on Saturday, including an artificial Christmas tree limb.

Shoreline: Styrofoam is everywhere

continued from front page

Other volunteers in San Leandro included Sasha Durst, a seventh grader at The Principled Academy, and her principal Kristina Seher. They picked up a

lot of tennis balls and a lot more styrofoam, which seems to be everywhere.

And one more item winds up on the shoreline, as Seher pointed out.

"They should ban plastic bags," she said.

Napa, CA
(Napa Co.)
American Canyon
Eagle
(Cir. W. 4,000)

SEP 24 2009

Allen's P. C. B. Est. 1888

Coastal Cleanup Day

54

Paul and Noris Tregoning, along with Paul, their 6 1/2-year-old son, picked up trash Saturday along Eucalyptus Drive in American Canyon. They were among 560 volunteers who participated this year in Coastal Cleanup Day in Napa County. Together the volunteers picked up 10,700 pounds of trash, including 7,300 pounds of recyclables, in Napa, American Canyon and Lake Berryessa. The most unusual items found this year were a car door, a cement-filled tire, a cash register and a fireplace grate, said Stephanie Turnipseed, education coordinator for the Napa County Resource Conservation District, which coordinated the cleanup in the county.

Kerana Todorov/Eagle



Volunteers Turn out for Coastal Cleanup Day

BY JUDITH MARTIN-STRAW

The 25th annual Coastal Clean Up day on Sept. 19 turned out a record number of volunteers, who also set a new standard for the amount of debris removed from the beaches and waterways of Los Angeles County. The event was organized by Heal the Bay in partnership with the California Coastal Commission, and environmental groups all over the county participated. In Culver City efforts were organized by the Friends of the Ballona Wetlands, Ballona Creek Renaissance, and the City of Culver City to cover the

area from the creek to the wetlands, and down to the beach.

According to Eveline Bravo, Heal the Bay's manager for the event, Ballona Creek was one of the most productive sites in the clean up. "We estimate about 500 volunteers worked on the creek, and they picked up over 14 tons of trash. That's pretty formidable for three hours of work," said Bravo.

The Friends of Ballona Wetlands brought over 200 volunteers and crew as their part of the effort. Programs Director Kelly Rose said this was the seventh

See WETLANDS page 6

Culver City, CA
(Culver City Co.)
Blue Pacific News
(Cir. W. 14,500)

SEP 25 2009

Allen's P.C.B Est. 1888



Volunteers from The Oaks school clean up Ballona Creek During Coastal Clean Up Day on Sept. 19.

Photo by Lisa Fimiani



Volunteers help the Friends of the Ballona Wetlands clean up.

Photo credit Lisa Fimiani

WETLANDS from page 1

year that the Friends partnered with Heal the Bay. Groups of volunteers, who were carefully monitored by docents, were given the option of cleaning up trash along the Ballona Creek, removing ice plant and non-native grasses from the north east dunes, removing non-native bushes from the north dunes or removing grasses and palms fronds from the entrance area at the Tongue Valley.

ly 100 bags of trash were removed from the site, 15 of which were recyclable. Twenty cubic yards of non-native plants were removed by the volunteers.

Jim Lamm, president of the Ballona Creek Renaissance helped at the volunteer registration site at Overland Avenue. "I think we signed up more cleanup volunteers than we ever have," he noted. "People young and old scoured the creek sides for everything from a rolled rug and chop-

ping carts to syringes and bottle caps. It was great to see so many people of all ages able to get a better hands-on connection between their lives and the creek and ocean, even if the evidence of that connection is our trash."

In addition to individuals and families who came out, many volunteers arrived wearing colorful team t-shirts from schools, corporations and organizations representing Buckley School, The Oaks, Wildwood, New West Charter, St. Bernard High School, Loyola Marymount University, Otis College, Chevron, SONY Pictures Entertainment, the G2 Gallery, and Gay for Good.

The most surprising discovery on the clean up was the corpse of a sea lion. Bravo suspected, "It may have just come too far up the creek and been unable to get back. It's very unusual for that species to go so far in."

Now a global event with 127 countries participating, what began as an effort to simply take garbage off the local beaches has grown into the largest volunteer event in the world, according to Guinness Book of World Records. The clean up campaigns have captured a cumulative 1.17 million pounds of trash in Los Angeles County since 1990. Cigarette butts and Styrofoam fragments are the most frequently found items at cleanups. "Coastal Cleanup Day is a remarkable day of action," said Karin Hall, executive director of Heal the Bay. She continued, "Volunteers removed a record amount of trash, but the biggest benefit of the day is raising so much awareness about the everyday steps people can take to reduce marine-bound pollution throughout the year."

Monterey, CA
(Monterey Co.)
Monterey County
Herald
(Cir. D. 34,197)
(Cir. S. 38,072)

SEP 9 2009

Allen's P. C. B. Est. 1888

Chico, CA
(Butte Co.)
Enterprise-Record
(Cir. D. 33,700)
(Cir. S. 28,500)

SEP 29 2009

Allen's P. C. B. Est. 1888

Thank you, creek, park volunteers

This past weekend, 265 volunteers gave up their Saturday morning to clean up our creeks and park. The Butte Environmental Council would like to extend a sincere thank you to everyone involved with the cleanup. Your hard work made this year's Bidwell Park and Creeks Cleanup a great success and we diverted a huge amount of waste from entering our waterways.

Special thanks to the city of Chico and Lifescapes for providing people power, trucks and trailers. The CCC crew as usual was awesome. The site leaders were invaluable: Mark Gailey of BEC, Steve Miller and Kate Taft, Michael Stauffer and Susan Mason of Big Chico Creek Watershed Alliance, Roger Cole and Robert Dresden of Streaminders. A big Thank You also goes out to our major sponsors who helped make it possible: City of Chico, Butte County Fish & Game Commission, Butte County Public Works, California Coastal Commission, Chico News & Review, Sierra Nevada Brewing Co., Chico Country Day School and Waste Management of Chico.

We really appreciate the 265 volunteers in Chico who joined thousands of volunteers around the state who were also doing clean-up projects for the annual Coastal Cleanup Day. Thank you for supporting our long tradition of working for the health and protection of our environment.

— Mary Muchowski, Chico

Chance to reuse, reduce, recycle

By WILLIAM MERRY
Guest commentary

As the 25th annual California Coastal Cleanup Day was observed in the state Sept. 19, more than 67,000 volunteers turned out to help clean beaches and waterways. Locally, the state parks staff coordinated sponsors and volunteers for a record 19 cleanup locations in Monterey County, ranging from Upper Carr Lake in Salinas to Arroyo Seco River in Los Padres National Forest, from Big Sur to Moss Landing.

This year, 1,422 volunteers collected more than 6,000 pounds of trash and recyclable items in Monterey County. Each volunteer completed a data card itemizing the debris, everything from cigarette butts to shopping bags. Plastic and packaging, along with cigarette butts, represented a large majority of the debris collected locally and statewide.

All those bits of plastic in the sand represent a problem, and an opportunity. The problem with plastic take-out food packaging is that while it may have a useful life of 30 minutes to carry the contents home, it essentially lasts forever whether it is in a landfill or littered into the environment.

In an effort to crack down on polystyrene cups, plates and clamshells, Carmel, Pacific Grove and Monterey have implemented policies that require the use of environmentally friendly biodegradable or recyclable alternatives. It is encouraging to hear that additional Peninsula cities along with Monterey County will consider similar ordinances in the coming months.

From the standpoint of sustainability, the best environmental solution to dealing with packaging waste and litter may not be recycling or composting, but reducing the staggering volume of packaging and products being generated and consumed. While emissions resulting from personal transportation often get first look at how we can reduce our individual carbon footprints, new studies suggest that the "provision of goods," including products and packaging, represent as much as 44 percent of U.S. greenhouse gas emissions.

Connecticut has recently identified waste prevention and recycling as one of its top 10 strategies to reduce greenhouse gas emissions. Product designs that improve durability, the ability to reuse or repair a product rather than throwing it away, and supporting recyclability can have a big impact in reducing emissions. We've all heard of the "reduce, reuse and recycle" approach to managing our discards. When it comes to personal consumption habits, perhaps it is time to reconsider the importance of reducing and reusing.

The 25th anniversary of Coastal Cleanup Day is an appropriate occasion to reflect about how the generation of waste, and the composition of litter on our beaches, has changed over the years. According to the Environmental Protection Agency, more than 52 million tons of containers and packaging were generated in the United States in 1984. Today, this category of the accounts for more than 79 million tons annually.

The observance is a good opportunity to recognize the efforts of the many volunteers, businesses and public agencies that come together to help solve a problem. It is also a reminder that we can all play a part every day to reduce, reuse, recycle.

William Merry is general manager of the Monterey Regional Waste Management District.

Community Forum & Opinions

58 My Turn

Lynn Adams

Volunteers brighten foggy morning

They were working as one, for the second time this year.

Even as plastic bags, food wrappers, and cigarette butts appeared everywhere and the fog covered them with droplets they continued.

Nearly 1,300 volunteers combed the city's beaches, bluffs, streets, and creeks on Sept. 19 for California's largest volunteer event in history.

They removed over 30,000 cigarette butts and nearly that many discarded, scattered candy/food wrappers. Some teams employed four-wheel drive trucks to pull a heavy axle from Big Inch Creek.

Thirty volunteers retrieved hundreds of tennis balls from San Pedro Creek along with bottles and cans left there or washed there from the storm drains. Other volunteers teamed up to load heavy items like a cement truck pump, three foot diameter rusted culverts, TVs, a screen door, pallets, shopping carts, and bundles from a homeless encampment.

And as volunteers have been doing for the past 11 years and in force since

2005, they looked for the little things that are most easily ingested by wildlife, birds and fish. And they counted.

Over and over they counted the number of cigarette butts, fishing line, bottle tops, plastic wrappers, car parts, construction debris and more so that when they were through, we all could learn what is escaping into the environment and killing the ocean from our town of Pacifica.

After three hours of working at 30 sites from all corners of Pacifica, volunteers converged to Sharp Park beach and picnic area.

They stood and sat and drummed to the past; when everything was biodegradable and there was no litter, and for a cleaner future; when we all understand the harms of toxins and debris in our environment and change our ways.

They talked to each other and shared their stories on a special day with a special energy that gives us hope for the future.

When the 1,300 volunteers were done in Pacifica the dumpster overflowed with three tons of debris for

the second time in one year (Earth Day cleanup netted a 20-yard dumpster too) and Pacifica's streets beaches, bluffs, and creeks were much safer more beautiful places.

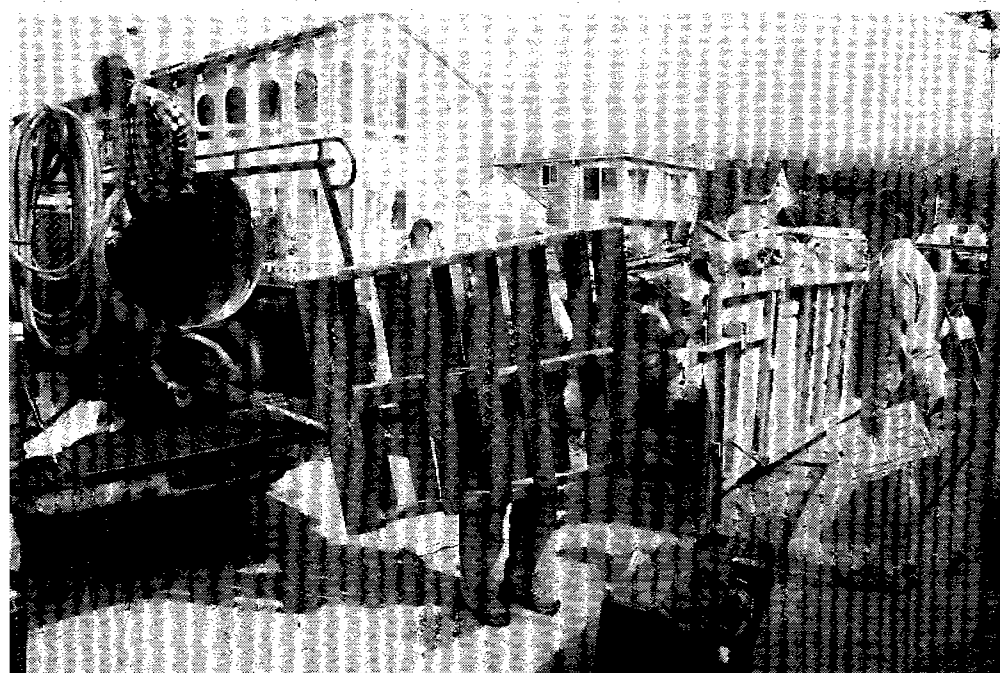
With your help and daily stewardship, at least 1,300 people hope they will stay that way.

On Earth Day 2010 these same volunteers (and many more) will be back out there in force working through the wind and fog to clean our city again.

They will be there again because they know that when all are involved, working side-by-side with our neighbors and friends to right the wrongs of a world that is killing the ocean with pollution.

We will no longer be scouring for litter or counting thousands of cigarette butts. Instead we will be growing food and native plants and we will be even happier than the 1300 people were from Coastal Cleanup Day 2009.

Special thanks to the Pacifica Beach Coalition members and its organizing committee; to the site captains, group leaders and volunteers of Coastal Cleanup Day 2009; to the City of Pacifica, Councilmembers, PBR and Public Works Dept.; to Coastside Scavenger, Extreme Pizza, Safeway; to the refreshment and record-keeping team; the San Mateo Pollution Prevention Program and California Coastal Commission and publicity from the Pacifica Tribune.

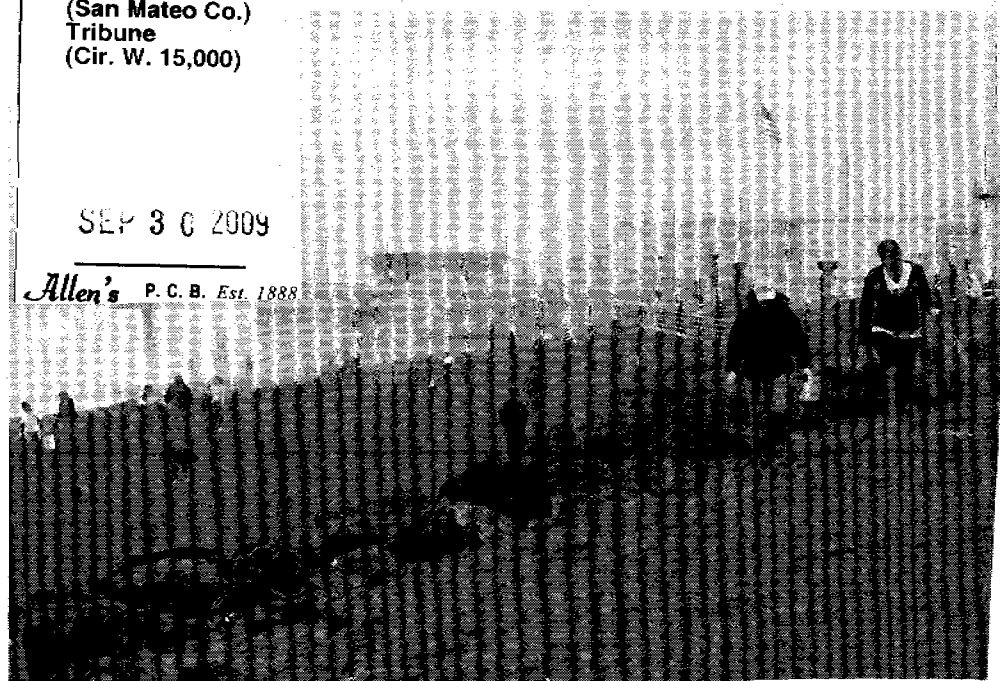


PHOTOS BY LYNN ADAMS

Pacifica, CA
(San Mateo Co.)
Tribune
(Cir. W. 15,000)

SEP 30 2009

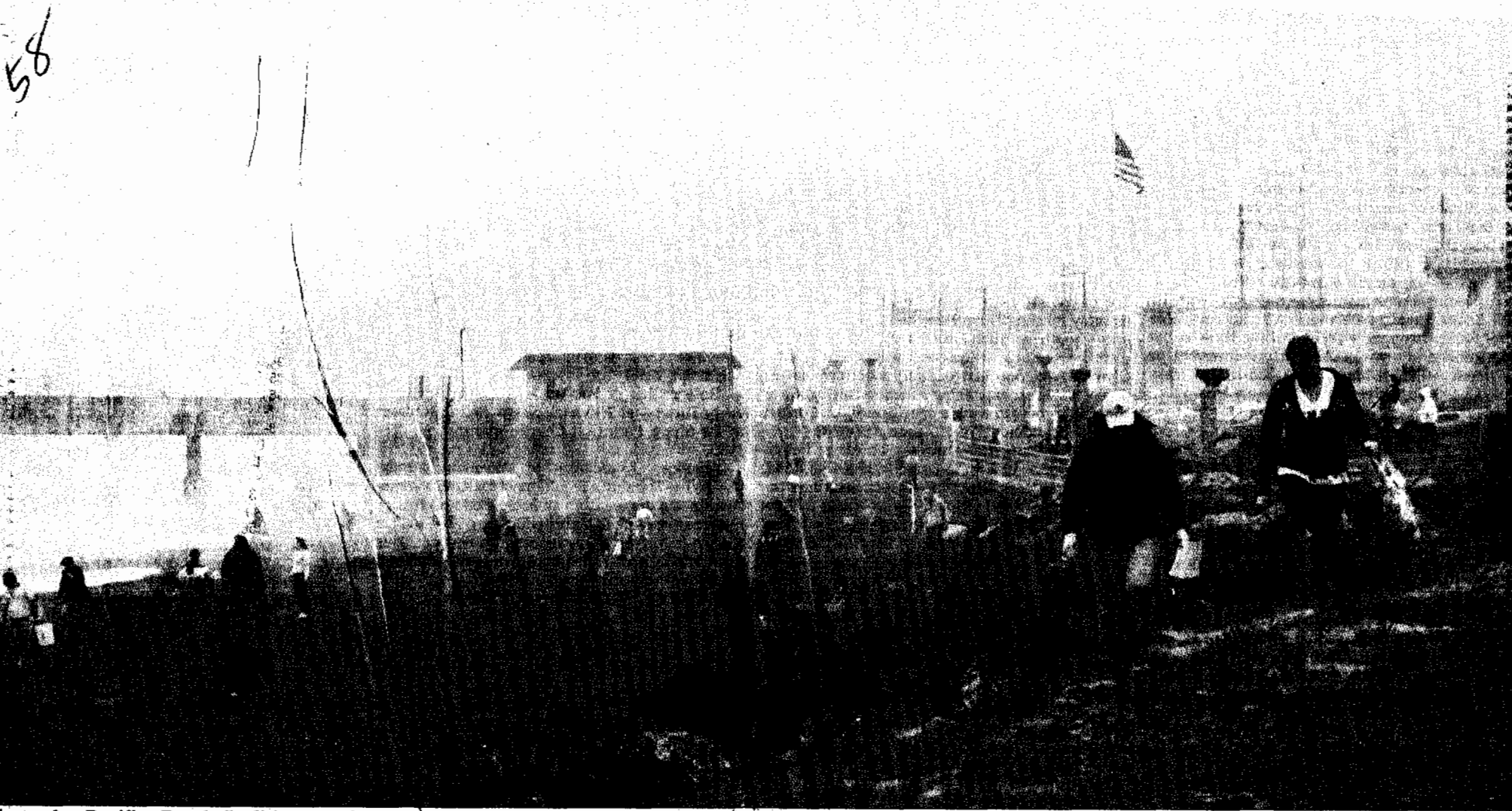
Allen's P. C. B. Est. 1888



Pacifica, CA
(San Mateo Co.)
Tribune
(Cir. W. 15,000)

OCT - 7 2009

Allen's P. C. B. Est. 1888



Photos by Pacifica Beach Coalition members Janice Carter, Helen Nicely, Dina and Michael Ayala, Diana Raymond and Frances Rivette. Page design/layout by Lynn Adams.

OCT - 1 2009

Allen's P. C. B. Est. 1888

Local waterway cleanup was grand

Putah Creek Council's creek cleanup volunteers won state-wide recognition on Saturday, Sept. 19, when they removed a large portion of a grand piano from Putah Creek. The California Coastal Commission deemed the piano the "Most Unusual Item" removed from an inland waterway during the state's 25th annual Coastal Cleanup event.

Libby Earthman, director of Putah Creek Council and this year's Yolo County cleanup coordinator, reports that 407 locals volunteered to remove trash from 10 sites in Yolo County on Saturday, Sept. 19.

During the three-hour event, volunteers removed 12,950 pounds of trash and 3,120 pounds of recyclables from local waterways. State-wide, over 70,000 volunteers removed over 1 million pounds of trash and 90,000 pounds of recyclables.

"This year we had 30 percent more volunteers in Yolo County than ever before. Consequently, we also removed more trash than in previous years. It's really impressive what groups of volunteers can do in just a few hours with simple tools like gloves, bags, and determination," Earthman reported.

In sticking with the spirit of waste reduction, cleanup organizers did not provide cups for water, but instead provided water jugs with



Courtesy photo

Jim Wellington and Chris Rose, Winters creek cleanup captains, help local volunteers load a grand piano that was found along Putah Creek on Sept. 19.

filtered water and relied on participants to bring their own bottle. Earthman reported that most were happy to see the change, and it inspired many to suggest that future events feature buckets for volunteers to use for trash collection rather than disposable plastic trash bags.

In the Winters area alone, 104 volunteers removed 6,770 pounds of trash and 830 pounds of recyclables from Putah Creek. The Winters event began with site captains holding up a 12x15 foot canvas painted like a watershed, while Earthman described how water moves from areas in

Yolo County out to the ocean — carrying discarded trash with it.

"To me, the most important part of this event is helping people understand that trash in the gutters, streets, and streams all eventually make their way downstream. For us, the ultimate downstream outlet is the Pacific Ocean. Trash impacts our local waterways and wildlife, and when flushes out to the ocean, where it continues to plague oceanic wildlife."

The Winters event culminated with a free burrito lunch provided by Putah Creek Council, and a free raffle for participants. Winters businesses, including

Lester Farms Bakery, Putah Creek Cafe, Steady Eddy's, and Lorenzo's Market contributed prizes and goods to the event. A full list of Yolo County sponsors can be found at www.putahcreekcouncil.org.

Additional creek care opportunities are already planned for October. Interested parties can join Rich Marovich, Putah Creek streamkeeper on Sunday, Oct 4., from 9 a.m. to noon to plant sedges (a grass-like plant that grows on the water's edge) at a private site along Putah Creek. More information is available at www.putahcreekcouncil.org.

OCT - 6 2009

Allen's P. C. B. Est. 1888



These volunteers gather around an estimated 1,500-2,000 pounds of garbage and debris that were pulled from the Paiute Creek and Susan River during a river cleanup that was held on Saturday, Sept. 19. Photo by Brian Taylor

Volunteers help beautify waterways of Lassen County

Brian Taylor

Sports Editor

btaylor@lassennews.com

More than 70 volunteers participated in this year's river cleanup hosted by the Lassen Land and Trails Trust on Saturday, Sept. 19.

In less than three hours, volunteers pulled approximately 1,500 - 2,000 pounds of trash from both the Susan River and Paiute Creek as part of the statewide Great Sierra River Cleanup.

Volunteers met at Memorial Park at 8:30 a.m. and split into four groups cleaning approximately 2.5 miles of waterways.

Paiute Creek was cleaned from the Susanville Ranch Park to Lassen High School where it enters the Susan River.

The Susan River was cleaned from the bridge on Richmond Road to the end of the Susan River Trail at the Bureau of Land Management

building.

Some of the larger items pulled from the waterways included seven shopping carts, five bicycles, various car parts, appliances, electronics and a mattress. Smaller items included hundreds of beverage containers, clothes, rafts and plastic bags.

"What a wonderful day," said LLTT Executive Director Leah Larsen, "I was so pleased to see so many volunteers and so happy with the

work that was accomplished. I can only hope that next year we will see a lot less trash. We had such a variety of volunteers including the Rotary Club, the S Club from Lassen High School, a group from Crossroads Ministry, Boy Scouts, families, LLTT members, and more. It was truly a community effort."

Local volunteers were not alone. In the Sierra Nevada Range, a total of 2,032 volunteers participated in the clean

up effort. Ninety-one tons of trash and 5.25 tons of recyclables were removed from waterways and 218 miles of stream were cleaned.

Following the cleanup, volunteers were served barbecued hamburgers and treated to live music by the local band Luther Red. Susanville Supermarket and Waste Management sponsored the event providing food for the volunteers and removal of the collected trash, respectively.

The Great Sierra River Cleanup will be an annual event coordinated by the Sierra Nevada Conservancy and will take place on the third Saturday of September from 9 a.m. to 1 p.m. in conjunction with the California Coastal Cleanup Day.

For more information visit sierranevadaconservancy.ca.gov/rivercleanup.

NOV - 4 2009

Allen's P. C. B. Est. 1888

Coastal Cleanup scoured beaches of tons of waste

NORTHCOAST ENVIRONMENTAL CENTER

HUMBOLDT - More than 1,000 volunteers, a record, came out on Sept. 19 to scour Humboldt County shorelines during the annual Coastal Cleanup Day, a community effort that was originated by the Northcoast Environmental Center (NEC).

Humboldt County beachcombers picked up more than two tons of trash along more than 53 miles of coastline,

according to initial reports.

A final total will be included in a national tally.

Statewide, more than 70,000 Californians pitched in to clean beaches, collecting more than one million pounds of somebody else's garbage.

The NEC, helped by Humboldt Baykeeper and Humboldt Surfrider, achieved the goal of signing up more than 1,000 beach cleaners, who were

provided with gloves, trash/recycling bags and cards with which to compile their data.

More than one dozen businesses, civic organizations and agencies joined in the exercise of civic pride. The NEC started the cleanup locally in the 1970s.

The California Coastal Commission made it a statewide event a few years later, and it has since evolved into a national and international event.

NOV - 4 2009

Allen's P. C. B. Est. 1888



Left, Dan Heinen and Brandon Van Dine. Middle left, Mary VanCott and Ida Heinen. Middle, diver Dave White. Right, the harvest.

COURTESY HUMBOLDT SKINDIVERS

Humboldt Skindivers help clean up Ruth Lake

HUMBOLDT SKINDIVERS

HUMBOLDT - Humboldt Skindivers joined thousands of other Californians on Saturday for the 25th Annual California Coastal Cleanup Event. The primary goal of Coastal Cleanup Day is to remove litter and prevent marine debris from taking a toll on underwater environments. Club members donned full SCUBA gear and worked in shifts for several hours removing debris from the lake bottom, primarily working their way along the shoreline of the Ruth Lake Recreational Campground. Besides the typical trash found in our waterways such as cans and bottles, divers

also brought to shore several makeshift boat anchors, car parts, tools, carpet and a number of tires.

Humboldt Skindivers was organized in 1956, and is the oldest dive club in California. The club is a non-profit organization and was established to encourage sensible conservation and protection of marine life, as well as to promote skin diving, SCUBA diving, underwater photography, collection of marine specimens and spear fishing. The club promotes good fellowship, sociability and cooperation between members by practicing the sport together in a spirit of mutual assistance and interest. heinen@sbglobal.net